

Vogue

INCORPORATING VANITY FAIR



Salvador Dalí

BEACH FASHIONS • BEAUTY

JUNE 1, 1939 • PRICE 35 CENTS

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You and the Mercury have a flair for fashion. That's why you'll get on well together.

This important and impressive new motor car is larger than the De Luxe Ford—less expensive than a Lincoln-Zephyr. But even before you ask the price, *you'll want a Mercury*. Its long, sleek lines are wing-like in the wind . . . its interior, an ensemble of

smart upholstery and accessories. And the straight, steady balance and easy steering make *driving* more like *guiding* your car.

But the biggest surprise is the thrift with which you can operate the Mercury's thrilling 95-horsepower V-8 engine. Letters tell us how: "On my first trip, holding the car under 45 miles an hour and checking gas

mileage carefully . . . I averaged 20 miles to the gallon." And from a woman in Berkeley: "Surprising what remarkable economy a car of this size gives . . . and we are impressed with the new hydraulic brakes."

The Mercury is the most-talked-about car in America. Why not drive it now . . . while it's still a very new fashion!

FORD MOTOR COMPANY. . . FORD, MERCURY, LINCOLN-ZEPHYR AND LINCOLN MOTOR CARS

MERCURY EIGHT

Visit Best's when you come to the Fair.

**ALICE MARBLE DESIGNS
AUTHENTIC TENNIS CLOTHES**
Exclusively for Best's

Miss Alice Marble brings to her designing a thorough knowledge of the tennis player's needs and preferences, a real flair for graceful line. She is an ardent advocate of neatness on the courts, believes that tennis clothes should be at once functional and nice to look upon.

She understands the strenuous demands of the game, has made these clothes expressly for comfort-in-action. She prizes that "just out of the bandbox" freshness, has created playsuits and dresses that are easy to wash and iron. She detests what she terms "droopy drawers", has perfected a non-sag crotch for her shorts. She knows that many young players don't wish to spend exorbitantly on tennis clothes, insists that her collection be reasonably priced.

Because her ideals of good tennis clothes and Best's are an exact parallel, she has chosen us to introduce this collection with the dependable quality and good form typical of Best's . . . Fashion Center for Classic Sportswear.

V53 - White rayon sharkskin tennis dress with gored skirt and matching panties. Sizes 12 to 20 8.95
 V54 - Pleated shorts of white cotton gabardine, 2.95; with white cotton knit shirt, 1.95 and white terry cloth jacket, 2.95. Sizes 14 to 20.
 V55 - White pique one-piece tennis dress with pleated skirt and matching panties. Sizes 12 to 20 5.95
 V56 - White rayon serge one-piece playsuit with circular shorts. Sizes 12 to 18, 12.95. Blue or navy flannel blazer with white piping. Sizes 14 to 20 10.95

Mail orders filled

BEST & CO.

Fifth Avenue, New York

A *New* FUR FASHION IS LAUNCHED!



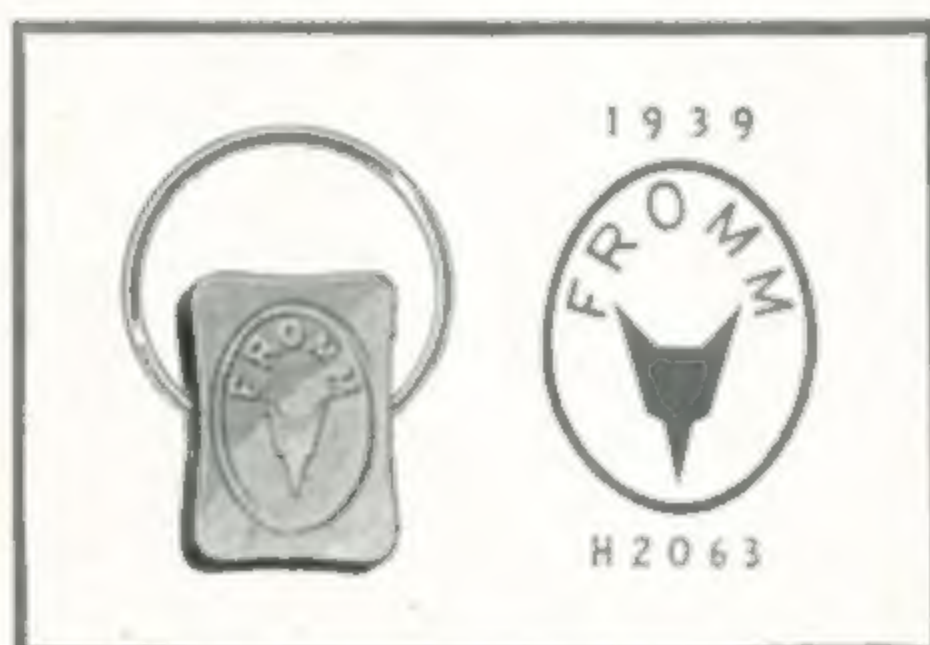
*for the woman who loves bright-with-silver
flattery . . . but prefers a smaller scarf*

FROMM

"Little Silvers"

Originated by Neiman-Marcus
Dallas

IF YOU LIKE the casual chic of a small three-skin scarf, but can't bear to give up the flattery of Fromm Fox, "Little Silvers" are your fur! Bright-with-Silver pelts worked down to miniature size. Enchanting in their newness. Silky, deeply furred, clear and pure in color without rust or tinge. Like all Fromm Pedigreed Foxes, you can identify "Little Silvers" by the Fromm trademark, pedigree number and year 1939 stamped on the leather side of each pelt. And you receive their pedigree certificates when you mail the corresponding medallions to Fromm Brothers, Inc., Hamburg, Wisconsin.



FROMM

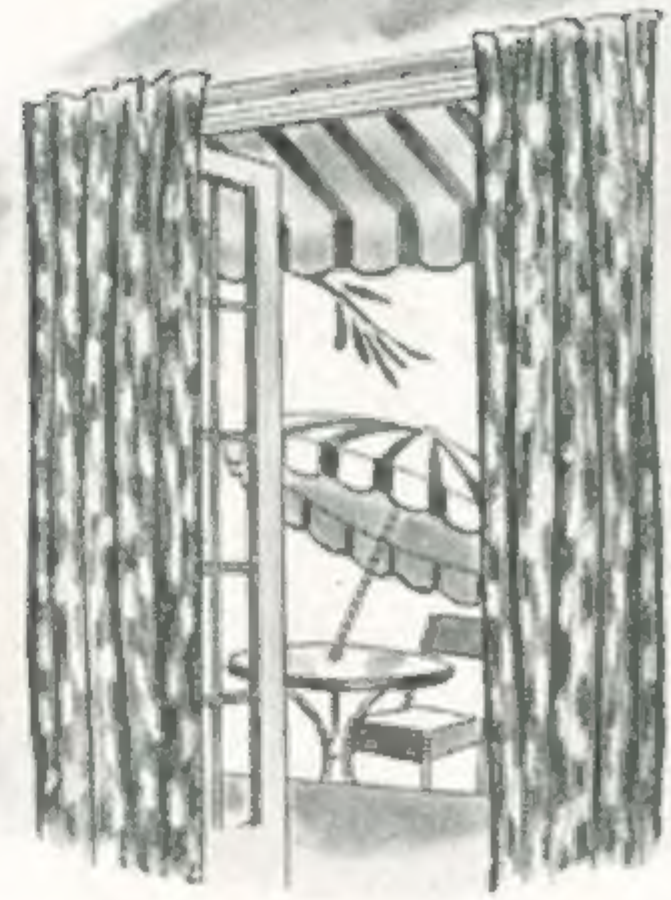
Bright with Silver Pedigreed
FOXES



When you come to the World's Fair be sure to visit our Sports Shop, on the Fifth Floor, home of our famous Taylor-modes*, classics with tremendous appeal. From our five-star summer edition—Taylor-mode #3, pencil button dress in citron, tropical pink, pale blue or white sleek rayon, 10-20, 22.95 Taylor-mode #4, cool rayon in royal, brown, green or red with white checks, dazzling white rayon Celbrook jacket, sizes 12-20, 22.95 Mail and phone orders filled.

Lord & Taylor... Wisconsin 7-3300... Fifth Avenue from 38th to 39th Street

*U. S. reg. app. for



Glamour by Goodrich
with the most important fabric news in years



K-treated table cloths by
The Sunlight Mfg. Company



K-treated shower curtains
made by J. A. Kaplan, Inc.

Your hats, coats, curtains, everything now made waterproof, dustproof, almost wearproof by a new fashion discovery

Singing in the rain—in your shower—at your work will be second nature when you're waterproofed in the smart new fabrics a Goodrich discovery makes possible. Any fabric from the most delicate silk to the stoutest woolen can be treated with Goodrich Koroseal. Texture, lightness, color, pattern are not changed a particle, but as if by magic the fabric becomes waterproof and mothproof, it will not collect dust, stains can be wiped off as you wipe glass, and the life of the fabric is greatly increased.

Koroseal is a new discovery. It contains no rubber, has no odor, never gets tacky in hot weather or hard in cold, it is permanently sunproof, it adds no bulkiness to the fabric. The most cobwebby silk remains just as filmy as ever—but showers can't penetrate it.

Rain Fashions at last!

Think of the fashion possibilities! Now you can look and feel jaunty in a downpour! Already smart shops are showing alluring hats with glamorous scarfs attach-

ed—both made of "K-treated" silk. Let it rain—you draw the scarf around you, and you have a rainproof cape to protect you and your dress—a cape that never gets tacky, but stays smoothly attractive in a deluge.

*Shower curtains,
Table cloths, Aprons*

Shower curtains of K-treated silk are never damp or soggy, never stick nor crack; and bathroom curtains to match stay crisp and neat in spite of steam, heat, cold or wear.

Table cloths with K-treatment take on the lustre of fine damask—and even Junior can't spot them.

Aprons, draperies, dresses, porch furniture, beach wear, even wall paper can be waterproofed and dustproofed by K-treatment. These fabrics can be washed and ironed, they don't ravel, they seem to last forever.

You'll be seeing this new way to glamour-by-Goodrich. You'll like it!

HERE ARE JUST A FEW OF THE MANY ARTICLES THAT ARE OR SOON WILL BE MADE OF K-TREATED FABRICS

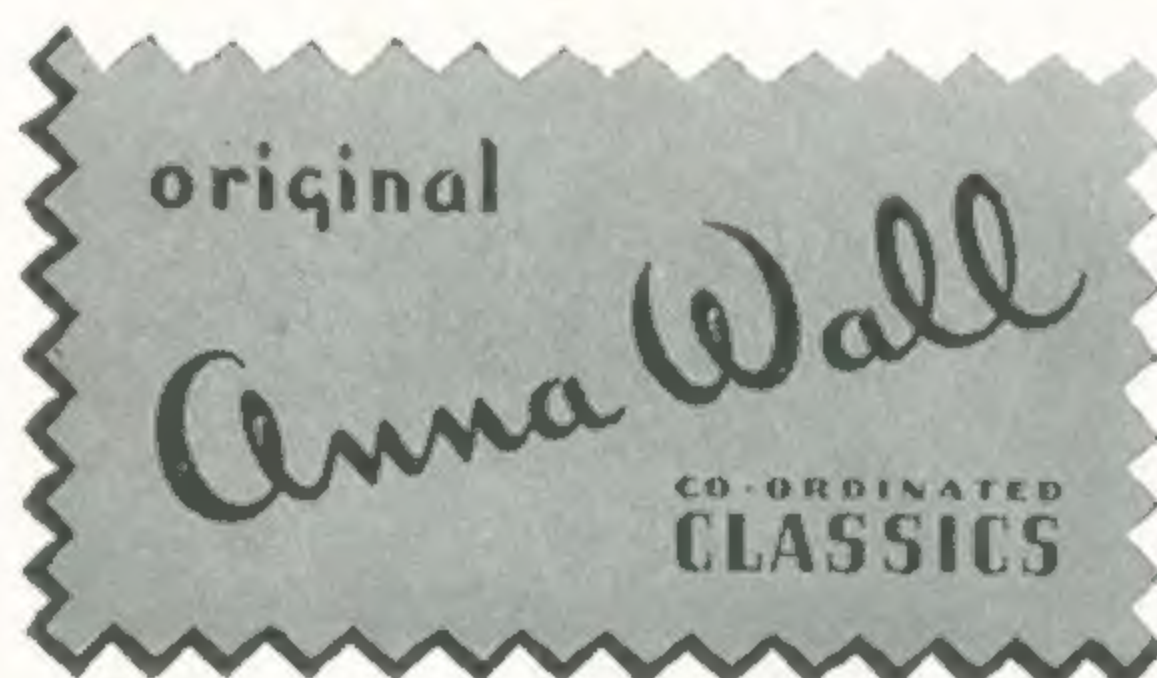
-
- Aprons
- Awnings
- Bathing capes,
caps, suits and bags
- Bibs
- Book jackets
- Card-table covers
- Collars and cuffs
- Cosmetic bags
- Costumes
- Curtains
- Draperies
- Dresses
- Food and bowl covers
- Gloves
- Golf jackets
- Hats
- Hospital sheeting
- Lamp shades
- Laundry bags
- Lawn and porch furniture
coverings
- Luggage covers
- Luncheon sets
- Make-up capes
- Mattress covers
- Mothproof bags
- Pillows and pillow covers
- Rain capes, coats, jackets
- Rain caps, bonnets
- Sails
- Sanitary aprons
- Shampoo capes
- Shoes
- Shower caps
- Shower capes
- Shower curtains
- Sleeping bags
- Steamer chair coverings
- Table cloths
- Tents
- Tobacco pouches
- Umbrellas, parasols
- Upholstered furniture
- Window curtains
- Window shades

THE NEW *K-treated* FABRICS BY
Goodrich

CUT A FIGURE IN CACTUS PRINTS



Long sleeve cactus print rayon
play suit, with separate skirt
13.94



The new Anna Wall Shop on Macy's Third Floor will be devoted to *coordinated classics* for women who appreciate the charm and *impact* of related clothes. Well-bred, and impeccably tailored, this smart new collection of dresses, play suits, and blouses will make an impression anywhere. Details as painstakingly handled as in the finest men's shirts, give the Anna Wall clothes a casual ease usually reserved for men only!

The sprightly cactus print is exclusive with Macy's. On soft, cool, rayon crepe, it comes in white with red and blue cacti, shocking with blue and white, lime with white and red, Alice blue with white and shocking, robin's egg with white and violet. Solid-color rayon and linen jackets, slacks, and skirts offer wonderful opportunities for close harmony.

You'll cut a figure in Anna Wall's coordinated classics . . . thriftily too, for *we've* cut the figure you'd expect to pay for such finesse. Prices are conspicuously low for cash.

Evening rayon and linen
skirt **9.34**

Daytime rayon and linen
skirt (*not sketched*) **5.98**

Long sleeve cactus print
rayon blouse **5.98**

2-piece cactus print rayon
dress **10.94**

Rayon and linen jacket
8.41

Rayon and linen turban
3.98



The New Anna Wall Shop, 3rd Floor

Macy's



Of course the bride wore Silk ~



Every girl wants to look her loveliest on her wedding day. And most brides feel that their gowns must be of silk for that special occasion. The loveliest bride would be still lovelier in this wedding gown made of yards and yards of billowing silk net and topped by a bodice and skirt yoke of silk lace. The design of the lace is outlined with a cotton and rayon cord.

INTERNATIONAL SILK GUILD • 250 FIFTH AVENUE • NEW YORK

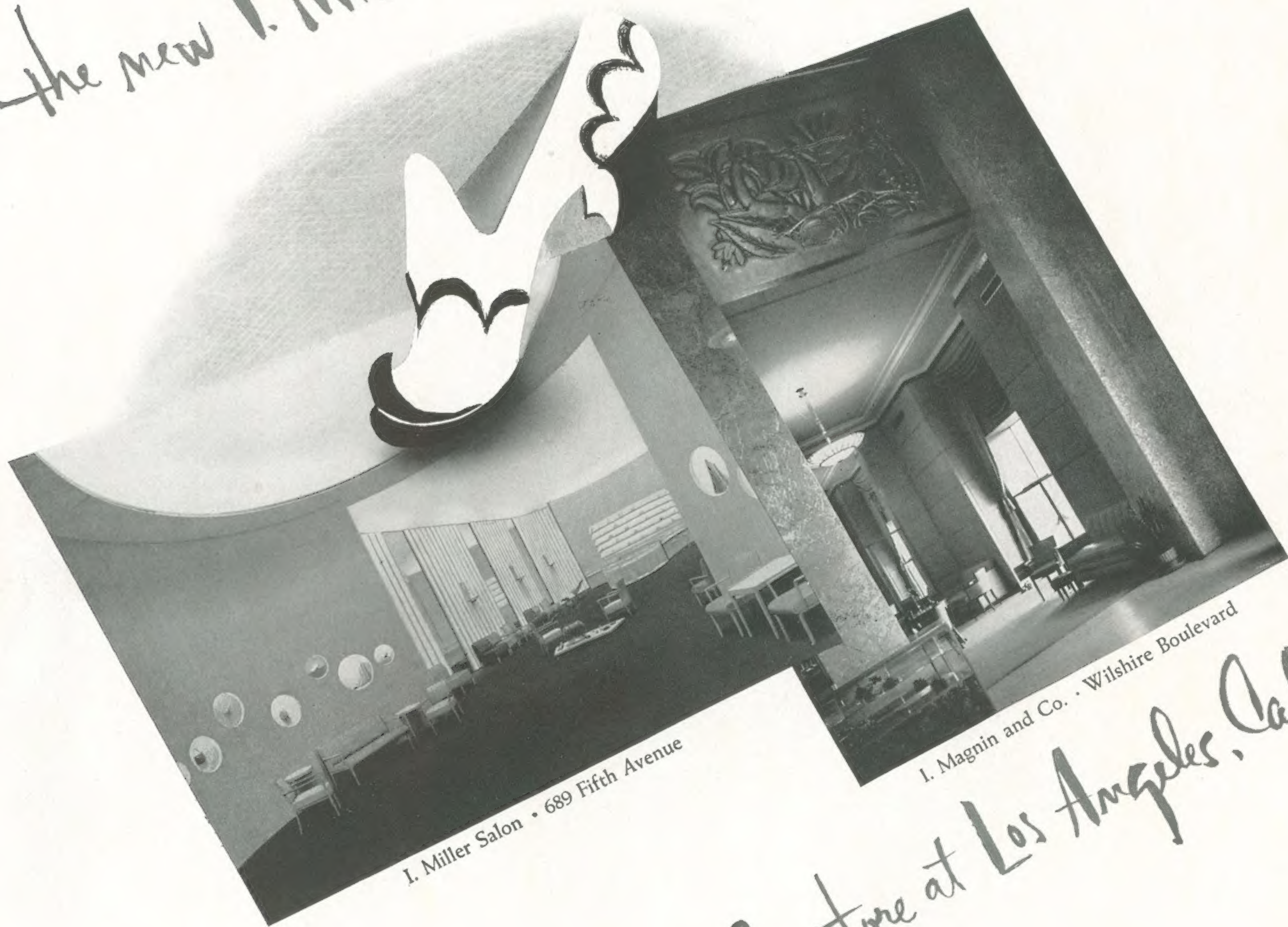
FORBATH & REJANE



*Grandstand Fashions — Spring 1939 edition —
from our French Ready-to-Wear Collection.*

**Henri
Bendel**
10 WEST 57
NEW YORK

the new I. Miller Salon at Fifth Avenue



I. Miller Salon • 689 Fifth Avenue

I. Magnin and Co. • Wilshire Boulevard

Greet the new I. Magnin & Co. store at Los Angeles, Cal.

On Fifth Avenue at Fifty-Fourth Street, I. Miller opens the most modern shoe and accessory salon on the East Coast—a dreamer's conception of the Store of Tomorrow for the Woman of Today. 3000 miles away, I. Miller shoes find another new home in the breathtakingly beautiful I. Magnin Store that recently made its debut on Wilshire Boulevard—a store acknowledged by everyone to be the showplace of the West Coast. Although separated by many miles, spiritually these two Stores of Tomorrow stand side by side... to foster quality... to pioneer new fashion ideas... to render a complete, personalized accessory service to their customers. I. Miller in New York, and I. Magnin in Los Angeles and San Francisco extend a sincere welcome to you when you travel to America's two great World's Fairs this Summer.

Above, I. Miller designs PAGODA—the streamlined shoe of tomorrow, inspired by the turned-up toe of yester-year. Pointy of tip... graceful of line... suggestive of the mystery and curves of a Chinese Pagoda.

THE CASE OF THE UNLUCKY LEGS

A "mystery run" story with
a happy ending

(THANKS TO CANNON STOCKINGS!)



PART 1 •

The Hidden Terror Strikes!

You're dining out. "Dance?" asks your new beau. You stand up. Pfft! A mystery run zips up your brand-new stockings. *I could scream*, you think furiously. "Uh... not just now... thank you," you stammer. "Dance?" he asks your beautiful rival.



PART 2 •

"Can't Something be Done?"

"Whatever *causes* runs like that?" you moan to your friend Jane next day at lunch. "I'm always getting them!" "Tiny hidden weaknesses," says Jane sagely. "Well—can't something be *done*?" you wail. "Sure," says Jane, "and CANNON is doing it. They have a wonderful air-pressure machine that spots even invisible flaws in a stocking!"



PART 3 •

Mystery Runs Foiled!—by Cannon!

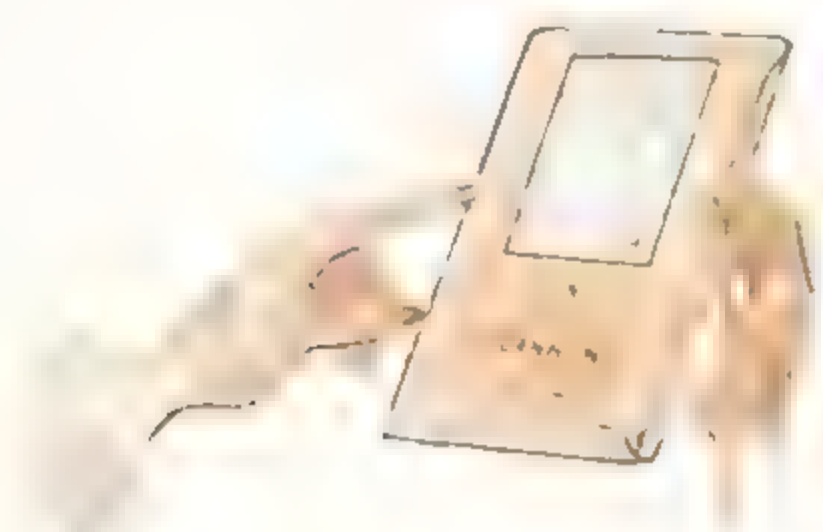
"—and then CANNON inspects their stockings not once—but *three* times!" Jane goes on. "Finally they seal the perfect stockings in handy cellophane packs—to make sure they *stay* perfect till you get them!" "Waiter, the check!" you trill. "Jane, we're off to buy CANNON stockings...and save me a young fortune in stocking-money."



PART 4 •

Safe with Cannon!

You're dining out. "Dance?" he asks your rival. She starts to stand...then stops abruptly. "Er...no," she says, biting her lip...*If'm...so YOU'RE the girl with the unlucky legs this time*, you think. *Well, no more depending on luck for me...I'll depend on CANNON!* "Dance?" asks your beau. "Love to!" you murmur and float off happily...



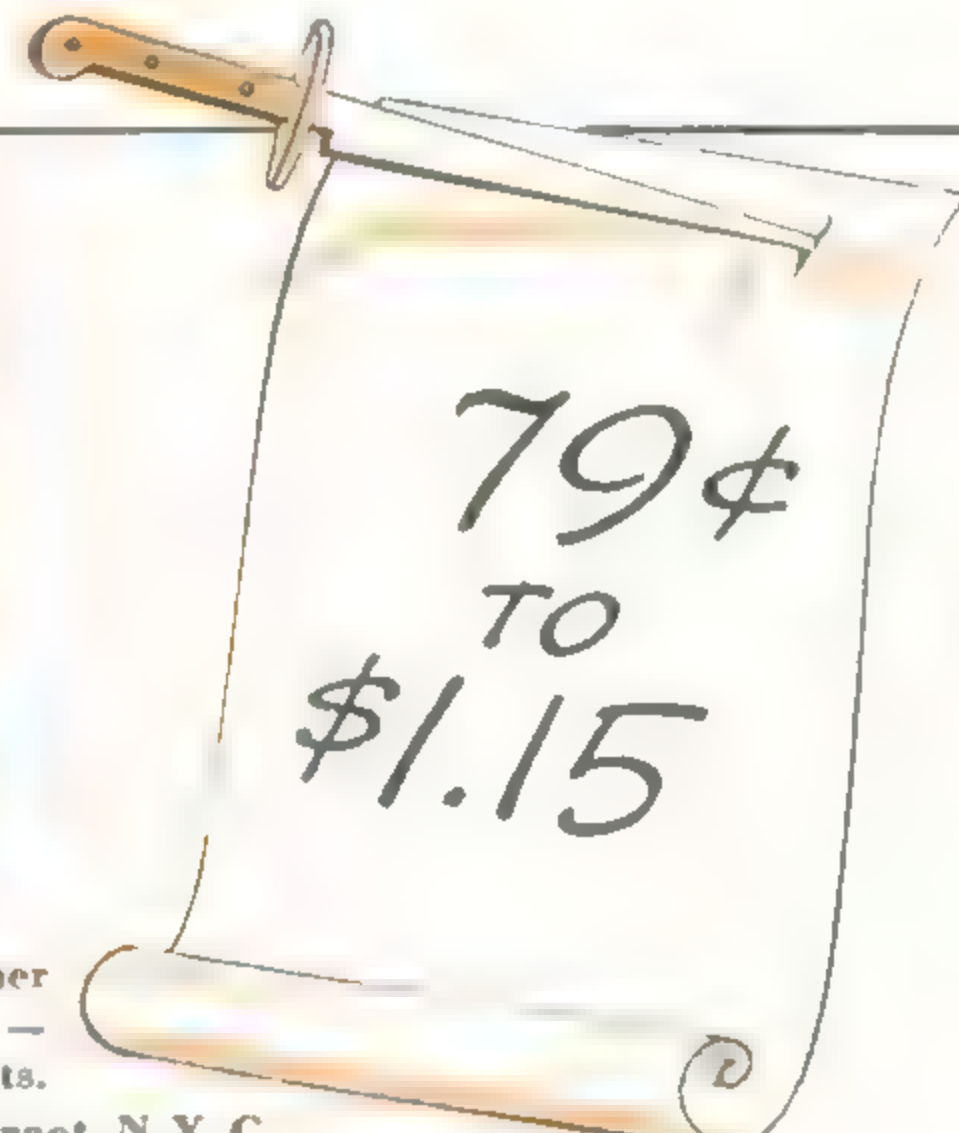
Reordering made easy. Just use the outside label of the CANNON cellophane Handy-Pack for it...the *thread-count, size, shade* of each glamorous pair is printed there. Take the label with you when you shop—or mail it!



See the Cannon "Wearing Guide"...stamped on the hem of every gorgeously sheer, glass-clear CANNON stocking! There you have the thread-count and suggested use permanently marked for quick identification.



2-thread to 7-thread. New Summer shades. Made by Cannon Mills—makers of Cannon Towels and Sheets. Cannon Mills, Inc., 70 Worth Street, N. Y. C.





To you who are ever alert for the
new — Bourjois presents the heady,
flirtatious, sparkling new fragrance,

mais Oui

PRONOUNCED "MAY WE"—MEANS "BUT YES"

BOURJOIS NEW YORK



Russeks Original

Ready for your visit to the World's Fair. A collection of superb, Natural Farm Mink Coats, designed and executed in Russeks own workrooms, under the direction of Mr. Ralph Marano. To be made to your order . . . or ready to put on . . . at surprisingly low summer prices.

Russeks—Fifth Avenue at 36th Street, New York • Also available in other fine stores throughout the country.

Vogue will be very glad to aid you at any time by answering your questions about schools and camps both here and abroad

SCHOOLS AND CAMPS

Write to Miss Marian Courtney, Vogue's School and Camp Bureau, 420 Lexington Avenue, New York, or telephone: MOhawk 4-7500

Boys' Camps

KIAMIKA CANOE CRUISE

Canoe expedition into wilds of Quebec, through virgin timber, lakes, streams. Boys over 12. Experienced staff, doctor. Water sports, photography, fishing. July 6th to August 26th. MR. H. V. KLEF. RIVERDALE COUNTRY SCHOOL, RIVERDALE, N. Y.

PASSUMPSIC

On Lake Fairlee, Ely, Vermont. High adventure for boys 7-16. Fee includes riding, canoe and mt. trips, golf, sailing, riflery, music, hobbies. 3 age groups. Cabins. 125 acres. 26th yr. Catalog. D. R. STARRY. 27 DRUMMOND AVE., CHEVA CHASE, WASH., D. C.

KAMP KAATERSKILL

Pownal, Vt. Christian boys 5-19. Varied program. Trips. Riding. Trained staff. Physician. Complete equipment. \$18.50 week. 18th yr. Catalog. H. D. LORENZ, Dir., Box 424, BENNINGTON, VT. Also Camp Woodland, Londonderry, Vt. for girls.

WAMPANOAG

On Buzzards Bay, Cape Cod. A salt water camp for 50 boys 8-16. 33rd season. All usual land and water sports. Canoe trips and cruises. Sailing. Riding. Shop work. Rifle range. Posture. Nurse. D. H. TAYLOR, 242 GRANT AVE., NEWTON CENTER, MASS.

MON-O-MOY

Sea Camps. Brewster, Mass. Cape Cod. Superb Sailing. Canoeing. Deep Sea Fishing. Land Sports. Riding. Cabins. Tutoring. Camp Mother. Nurse. 3 Age Groups. Booklet. H. V. DODD, W. AUBURN, MASS. Affiliated with Wono for Girls 6-16.

CAMP RIVERDALE

In the Adirondack Wilderness. 350 acres; 1 1/2 mile shoreline on Long Lake. Estab. 1912. 3 age groups. All usual camp sports; sailing; camping & mountain trips. Well-equipped workshop; music; forestry. Dir.: FRANK V. HACKETT, RIVERDALE-ON-HUDSON, N. Y.

ADIRONDACK

WOODCRAFT CAMPS

Christian boys 7-17. 3 age groups. Separate Vocational Trip Camp—ages 16-19. Fee includes horsemanship, uniform, R.R. fare (400 mi.). Booklet. W. H. ABBOTT, Box 63-V, UNIV. STA., SYRACUSE, N. Y.

POK-O-MOONSHINE

Long established, famous, Adirondack lake camp. Boys 8-18. Senior, Intermediate, Junior Units. 300 acres, 50 bungalows and tents. All sports. Noted for best food and care. Catalog. Box V-6, DR. C. A. ROBINSON, PEESKILL, N. Y.

PINECREST DUNES

On L. I. Sound at Peconic, L. I. Salt- & fresh-water swimming. Season fee includes riding, laundry and all activities. 8 weeks of camping for boys 5 to 17. Catalog V on request. W. TOM WARD, 65 ROCKAWAY PKY., VALLEY STREAM, L. I. TEL. V. S. 5325.

ADMIRAL FARRAGUT

NAVAL CAMP

Boys 10-20. Near Barnegat Bay. Cruise to N. Y. World's Fair. Seamanship, sailing. Rate includes uniform. REAR ADMIRAL S. S. ROBINSON, U. S. N. (RET.), SUIT. CATALOG. BOX 14, TOMS RIVER, N. J.

CAMP POCONO

Boys 6-18 years. High in Pocono Mts. 20th year. Individual abilities and new interests developed thru understanding leaders. One to every 3 boys. 3 age groups. Sailing, riding, trips included in fee. Booklet. MR. & MRS. C. V. PAXSON, HOLICONG, PENNA.

SUSQUEHANNA

Boys 5-18. Mountain camp on private lake. New Milford, Pa. 21st year. 700 Acres. Daily riding, complete course in horsemanship. All sports. Skilled leader for each 4 boys. Personal development our aim. Booklet. R. T. SMITH, 318 W. 81st St., N. Y. C.

KEN-MONT FOR BOYS

"2,000 Feet Atop the Berkshire Mts. in New England" On Beautiful Spectacle Lake. All land and water sports—Horseback—Private Golf. Trips—Crafts—Indian Lore—Fishing—Photography. Children from representative Jewish families. 5 to 17. Ken-Wood, for girls, affiliated camp across the lake. Attention Southern and Western Campers. Personally Conducted Tours to N. Y. World's Fair. Dr. S. W. Kiviat, 180 E. 79th St., New York.

WASSOOKEAG SCHOOL-CAMP

For boys who desire a summer session in a camp setting. Accredited to schools and colleges. Complete activities program—land and water sports—for junior and senior groups. It is not unusual for a student-camper to save a year in his preparatory course.

Lloyd Harvey Hatch, Director, Dexter, Maine

Boys' Camps

ADVENTURE ISLAND

A Boys' World. On Green Bay, near Fish Creek, Wis. 40 boys. Large wooded island. Many attractive features. Cruising unit for older boys. Exceptional staff. Unusual health record. Six hour drive from Chicago. Est. 1925. CHARLES A. KINNEY, WINNETKA, ILL.

TOSEBO CAMP FOR BOYS

29th Year. Trips to New York World's Fair in the Todd School's nationally famous "Land Yacht". Sea Scouts. Boat building. Horses. Canoe trips. All land sports. Moderate rate. No extras. Catalog: R. HILL, TODD SCHOOL, BOX V, WOODSTOCK, ILL.



EIGHT HAPPY WEEKS OF CULVER TRAINING

in NAVAL SCHOOL or CAV-ALRY CAMP (boys 14-19) and WOODCRAFT CAMP (boys 9-14). Regular Academy personnel. Exceptional housing, dining and medical facilities. Emphasis on correct posture, initiative, courtesy, Christian character. Optional tutoring. All land and water sports. Moderate cost. Specify catalog desired.

610 Lake Shore Avenue Culver, Indiana

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SUMMER SCHOOL OF FRENCH

For High School and College Students. French the language of the School. Grammar, Literature, Music, Art, Sports. Catalogue. SARAH B. WHITAKER, DOROTHY M. BEMENT, NORTHAMPTON SCHOOL FOR GIRLS, BOX E, NORTHAMPTON, MASS.

CAPE COD INST. OF MUSIC

EAST BREWSTER, MASS.

3rd Season. A summer school for talented students. Sessions of 6, 8, & 10 weeks—July 1 to Sept. 10. Resident facilities. For information, address: Mrs. GEO. R. BAKER, 175 RIVERSIDE DRIVE, N. Y. C.

Girls' Camps

CIMARRONCITA

A ranch camp for girls at Ute Park, New Mexico. All usual camp and ranch activities with swimming and riding daily. Climate dry and cool. Frequent pack trips and motor trips. MINNETTE THOMPSON BURK, 3510 MAIN STREET, HOUSTON, TEXAS.

KICKAPOO

Rocky Mountain Ranch Camp, girls. Elevation 8,000 ft.; cool; healthful; modern. Trips to Taos, Santa Fe, N.M., Indian Pueblos. Sports, dramatics, handicraft, riding, pack trips. 15th season. Mrs. L. FORD, 6147 BRYAN PARKWAY, DALLAS, TEXAS.

CAMP AREY

ON BEAUTIFUL, HISTORIC LAKE KEUKA, N. Y. Thoroughly equipped, 35-year-old camp with fine traditions and unusual spirit. Complete athletic program for girls 8 to 18 includes all water sports, track, tennis, archery, golf, riding. Also dramatics, crafts and French Circle. Inspiring and well-organized leadership. Renowned for abundant and well-cooked food. Send for catalog, to Mrs. ANDRE C. FONTAINE, DIRECTOR, ROSLYN HEIGHTS, LONG ISLAND, N. Y.

PINE LOG CAMP

In Adirondacks. Girls 7-18. In pine grove on private lake. Log cabins. Fresh vegetables from camp farm. All activities. Riding, golf. Catalog. FRANCES V. KINNEAR, 136 W. 55TH ST., N. Y. C.; DOROTHY V. BALDWIN, CHATHAM HALL, CHATHAM, VA.

SILVER LAKE CAMP

In the Lake Placid Region of the Adirondacks. All sports and creative activities. Sailing, Riding, Golf, Rifle, Music, Crafts, Trips. Inclusive tuition. References required. Catalogue & pictures. Address Miss HART, Box 6D, 529 EAST 85 ST., N. Y. Rm. 4-5142.

T-LEDGE

Orr's Island, Maine. In beautiful Casco Bay. Every activity in charge of an expert. Mature staff. Modern sanitation. Tano-a-rack, separate camp for boys in charge of Harvard Track Coach. Booklets. Mrs. N. B. KNORR, Box 619, SO. PORTLAND, ME.

KINEOWATHA CAMP FOR GIRLS IN THE HEART OF MAINE



A long-established and completely equipped lake camp at Wilton, Me. Junior and Senior divisions. Separate tutoring department. Excellent riding. All sports, including golf, tennis, swimming, canoeing. Camping trips in the rugged Maine country. Crafts and dramatics. Comfortable buildings. Write now for catalogue.

Elisabeth V. Bass, Director
Wilton, Maine

Girls' Camps

LAKE GREELEY CAMPS

High in Poconos of Pa. Skyland for Girls. 9th yr. Selected girls 6 to 17 yrs. Able leadership, modern cabins, beautiful horses. Daily riding in fee. Special Jr. rate. Also Shohola for Boys. Catalogs: CARL A. HÜMMEL, 7205 ELMWOOD AVE., PHILA., PA.

ROSE HAVEN

HIGHLAND CAMP FOR GIRLS 5-15 YEARS

Varied program. Archery crafts, nature-lore, trips, dancing, dramatics. Riding. All sports. Finest living conditions. 17th season. MISS MARY BURCHARD, ROCKLEIGH (POST OFFICE: NORTHVALE), N. J.

CHINQUEKA CAMP

In Litchfield Hills, Bantam Lake, Conn. 30 girls. 7 to 14. Balanced program provides for leisure and rest. Swimming, water activities featured. Mother's care. Sympathetic comradeship. Moderate rate. 25th season. DAVID LAYTON, BOX V, BANTAM, CONN.

CHEQUESSET

The Nautical Camp for Girls. Out on Cape Cod. Expert friendly leadership for 50 girls 7 to 17. Riding, sailing. 26th season. Tuition \$325. Lucile Rogers, 444 E. 66th St., N. Y. C. Also, BONNIE DUNE, THE NAUTICAL CAMP FOR BOYS.

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A joyous summer for girls at Buzzard's Bay, Cape Cod. Sailing, swimming, riding. Complete equipment for all sports; crafts, music, dancing, dramatics, French. Trips. Four groups. Catalog. BRATRICK A. HUNT, Dir., 18 PLYMOUTH ST., HOLBROOK, MASS.

WATATIC

Lake Winnekeag, Ashburnham, Mass.—the heart of New England. Camping. Screened bungalows, riding, all sports. Wholesome surroundings. Write for catalog. Under same management as Noble School. ANNIE ELLIS ROBERTS, Dir., 364 FOREST AVE., RYE, N. Y.

OGONTZ WHITE MT. CAMP

On Ogontz Lake, near Sugar Hill, N. H. Aquaplaning, swimming, sailing, golf, riding, tennis, Crafts, nature study. Rustic cabins. Two weeks at Ogontz Seashore Camp in Maine by arrangement. Booklet. ABBY A. SUTHERLAND, OGONTZ SCHOOL P.O., PA.

MEADOWBROOK RANCH

Girls 7 to 17. Meredith, New Hampshire. Western life in a New England setting. Daily riding included in moderate fee. Pack Trips—Rodeo—Interpretative Dancing—Dramatics—All Sports. Mrs. ELBRIDGE V. PALMER, HASTINGS-ON-HUDSON, N. Y.

BROWN LEDGE

Mallett's Bay, Vermont. "One of New England's finest camps". Free daily riding for every camper. Show horses. Sailing, crafts, dramatics, trips. No "extra" charges. Catalog. MR. AND MRS. H. E. BROWN, ARLINGTON HALL, BOX V, WASHINGTON, D. C.

CAMP WYODA

ON LAKE FAIRLEE ELY, VERMONT. Eight weeks of fun for girls from 8-16. Excellent swimming, sailing, canoe and mountain trips. Dramatics, orchestra. For booklet address: Mrs. K. V. SCHLICHTING, 712 RUSSELL PL., PLAINFIELD, N. J.

KINIYA

Lake Champlain, Milton, Vt. 21st yr. 65 girls. 4 divisions. Riding, water sports, tennis, Mt. trips featured. All usual activities with sketching and music. Interviews required. HELEN V. VAN BUREN, STONY-LEIGH COLLEGE, RYE BEACH, NEW HAMPSHIRE.

FRENCH CAMP FOR GIRLS

Ages 8-19. Learn French while enjoying camp life. Swim, canoe, sail on Lake Champlain. Daily riding included in fee. Music, crafts, dramatics. French-speaking staff. 16th year. Three separate units. ECOLE CHAMPLAIN, BOX V, FERRISBURG, VERMONT.

WYNONA

1914 A Camp For Girls 1939

LAKE MOREY FAIRLEE, VERMONT

25th Year. Modern buildings, exceptional equipment, excellent food. All water and land sports. Schulenberg Riding School. Music, dramatics, arts and crafts, nature lore. A complete camp. For catalog write, 14 Reservoir Avenue, Jersey City, N. J.

Ruth V. Kelley, A.B. (Smith), Director

SARGENT Summer Camps

AT PETERBORO, N. H. Outstanding camp for girls on large private lake. Unusual equipment on land and water. Well-balanced recreational program. Experienced counselors. Seniors, 14-19; Intermediates, 9-13; Juniors, 5-8. Riding in fee. Counselor training course. Catalog.

Ernst Hermann, Director
22 Everett St. Cambridge, Mass.

Boys' & Girls' Camps

FOX HILL FARM

Happy farm life for 30 children, aged 3 to 8. Exceptional facilities. 139 acres in hills at Pomfret, Conn. Ponies, swimming, pets. Individual gardens. Experienced staff, including nurse. 6th year. Mrs. S. V. MEREDITH, 511 EAST 82ND STREET, N. Y. C.

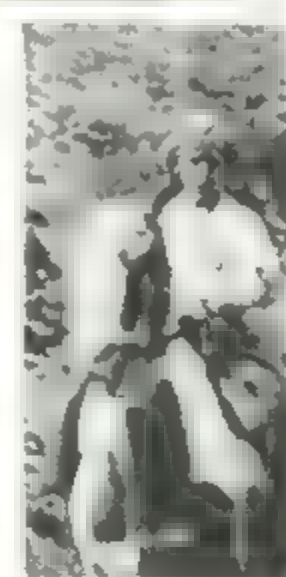
SANDWICH NOTCH CAMP

CAMPTON, N. H.

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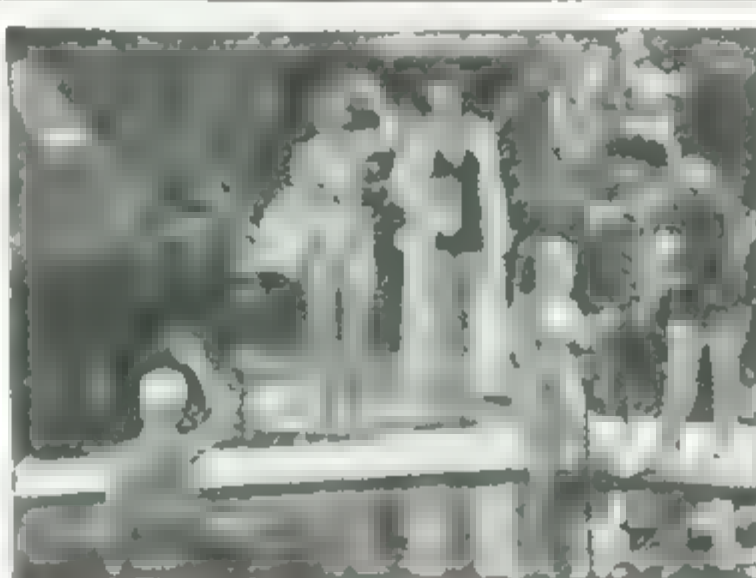
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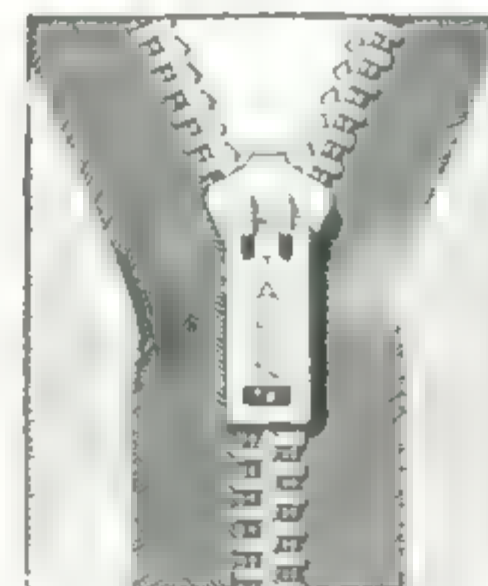
(Left) Suzanne is trim in her tennis dress of rayon crepe with suspender elastic belt. The side placket closes securely with a *Talon* slide fastener.

*

(Right) Susie plays golf in a smart pleated sports dress of rayon crepe. Her waist is kept neat by a *Talon* slide fastener in the side placket.

Talon Fasteners REG. U.S. PAT. OFF. **PLAY THE GAME—NEVER LET PLACKETS POP!**

You get into action! Then—POP! What to do about "gap-osis", those ugly, wide open spaces at your waistline? The answer is: a Talon placket fastener! It's the slide fastener that never pops, gaps or puckers... that holds fast no matter how hard you play. To make sure you get this completely reliable fastener — *always* "take a second look" for the name "TALON"!



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Right: A Dalhousie
Kerry at six months

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Champion Princeton Fellow M'Lad

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to become champions.

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Ch. VAKKER AV VINDSVÅL

THE DOG MODE



Int. Champion Drumhead Ballyshannon, with her owner, Mrs. Henry O. Pattison, junior

SON O' EIRE

MAKE no mistake about it—a Kerry is an Irishman. It is doubtful if any dog breed ever so completely reflected the character of the people who bred him as much as does this sturdy Son O' Eire.

He has all the good points that go with the Irish—and, truth be told, some of the bad. But the bad of the Irish is never so bad. Who wouldn't rather have the faults of Erin than those of the rest of the world?

If you happen not to like Irishmen, you might just as well drop all consideration of this breed right now. But if you happen to like that roguish twinkle in the eye, that mouthful of blarney, the warm friendship that settles around the house like a mist on the bog—then a Kerry is your dog.

A Kerry is a compact bunch of companionship, somewhat larger than a Wire Fox Terrier, smaller than an Airedale...just the right size. And covering him from head to foot is a soft, thick, curly coat. Colour is the one place where the Kerry gets off the path of his native land. His coat is not green (obviously an oversight of his breeders), but rather a rich blue. It is a real blue, and may vary from a light powder-blue to a dark gun-metal shade.

Don't be alarmed if you go to buy a Kerry puppy and are shown a pen full of pitch-black little hellions. All Kerries



Black before blue. At six months, Kerries show signs of their distinctive blue colouring. William L. Day

OF VOGUE



Combine courage and strength, and you have a Kerry.
Ch. Blue Sensation of Delwin. Cnoc Luig Kennels

are born black, turning blue somewhere between six and eighteen months of age. It's this eventual turn that makes them *Kerry Blues*. Always inquire when you buy a pup whether or not it comes from a blood-line of good colour. If a puppy's parents and grandparents were a good shade of blue, there is every reason to believe his colour will turn right.

There are many things that recommend a Kerry for a pet. One that always delights the feminine heart is his lack of shedding. Throughout the year, the Kerry never drops a hair. Don't cheer yet, there's even more. He has no doggy odour, either. Hard to believe? So help me—it's true.

When it comes to children, the Kerry is at his peak performance. Did you ever see an Irishman who didn't like to play? And being dragged across the floor by the tail seems to fit well with a Kerry's idea of play. There's no danger of the fun getting too rough for his nerves.

Fact is he doesn't seem to have any nerves. No nervous bouncing around the house...no yapping. When a Kerry barks, he's spotted trouble. He doesn't cry "wolf." I've owned Kerries that I haven't heard bark a dozen times in their lives.

But before you rush off to buy your Kerry—a word of warning. The Kerry is no softie—he's not for the timid. No one knows how old the breed is, but we do know that for centuries the Irish bred him for pit-fighting. Not that to-day's Kerries are bred for fighting—but (Continued on page 20)



The Kerry is the official dog of Eire, and well he might be. Tanjax Flying Scotsman. Harry Z. Isaacs



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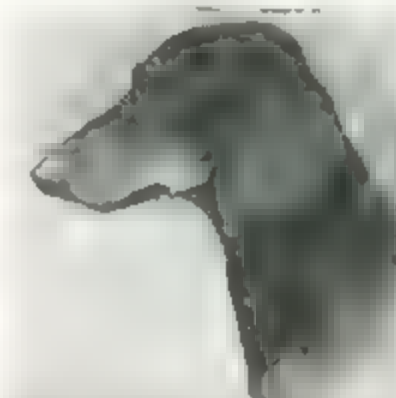
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Amazing! Unbelievable! But it's true! Putting one spot of quick-killing borated Pulvex Flea Powder between your dog's shoulders kills the fleas. Thousands of tests prove it. And remember—Pulvex actually kills the fleas instead of merely stupefying them; none revive to reinfest. When dusted all over, this new Pulvex (1) kills lice, dog ticks, sticktites *as well as fleas*; (2) protects against fresh infestations for several days; (3) borated—lessens scratching by helping soothe irritations due to scratching for fleas.

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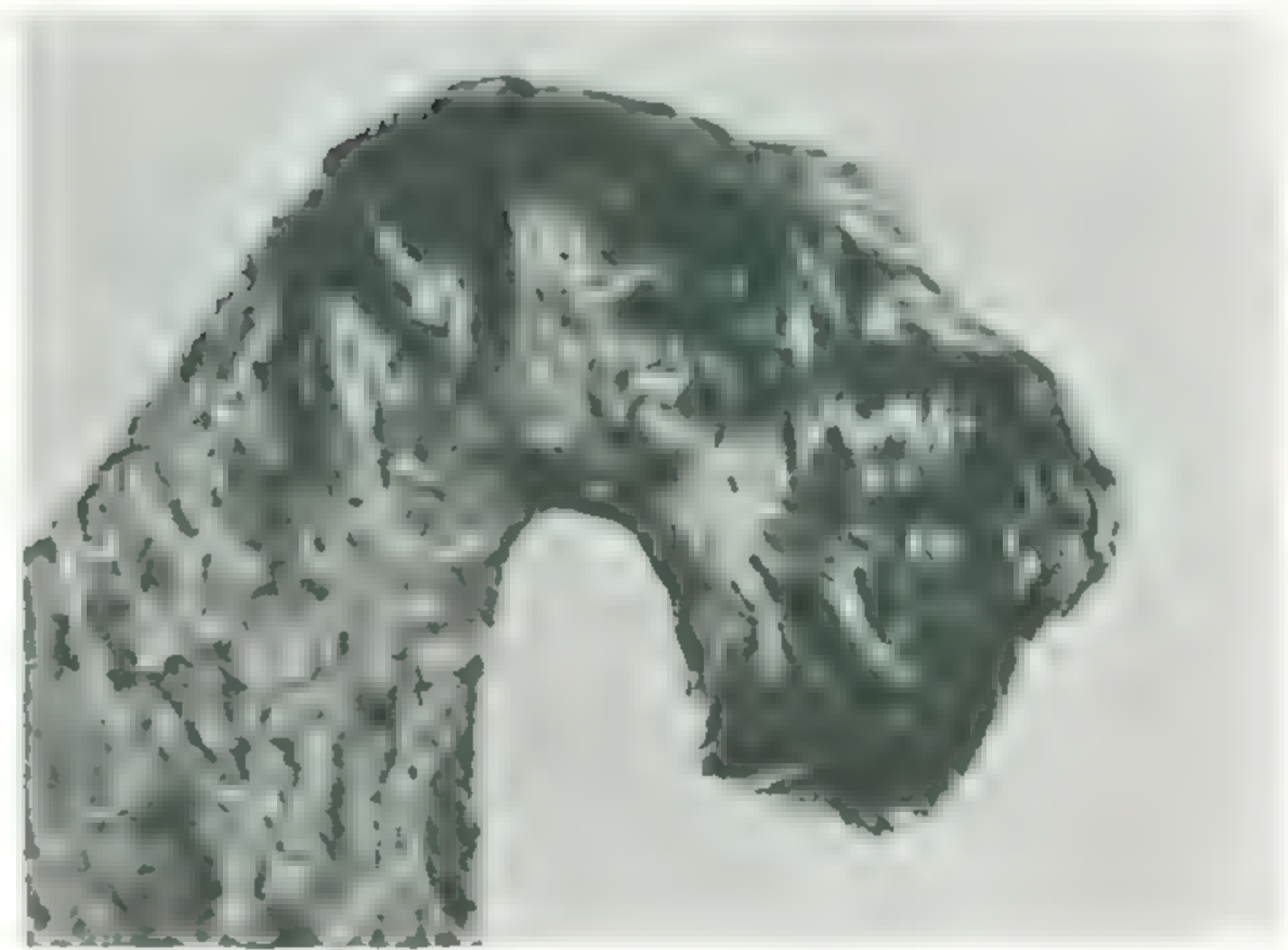
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THE ALLEN COMPANY
Dept. V, 317 Superior Street, Toledo, Ohio

THE DOG MODE



Kerries can easily be trained for utility purposes.
Orrin H. Baker's Ch. Sallu O'Shea Oriskany

(Continued from page 19) they still retain their courageous heart and sleek, powerful muscles. Pound for pound, a Kerry can lick any dog that walks. Please don't get the idea that Kerry owners spend their time separating dog-fights. Kerries seldom start a fight—they finish it. So if you like a dog that thinks in terms of appeasement—don't buy a Kerry.

Yet warrior though his background may be, a Kerry is the world's most friendly dog with people. He likes companionship—he pines when he doesn't have it. And you don't have to worry about his walking off with strangers. He quickly decides he is a member of the family, and neither you nor any one else can change his mind. Intruders on your property soon discover that he also has a sense of ownership.

The Irish are particularly proud of this native product of theirs. A certified act of their Parliament proclaims him to the world as the official dog of Eire.

Unlike any other breed of dogs, the Kerry is trimmed with scissors and comb...just like the barber does it. Any one can do him well enough for street wear. If you want to show him, it's best to have one of the experts get to work.

The more you share your life with your Kerry, the more response and pleasure you'll get from him. You'll find your Kerry a perfect gentleman, intensely curious about everything you do. Always with you at every step, indoors or out—yet never in the way.

IRISH TERRIERS

Two males and one female, six months old, sired by Ch. Galtee Rover. Dam by Ch. Better'n Ever. Also two males four months old, sired by Int. Ch. Newtownards Aristocrat. Dam also by Ch. Better'n Ever.

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The ideal dog for American Country Homes
Affectionate, intelligent companions for children
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OF VOGUE



Adaptable to apartment or country living. Ch. Rackety Packety Killmenskeg. Mr. and Mrs. W. F. Fox

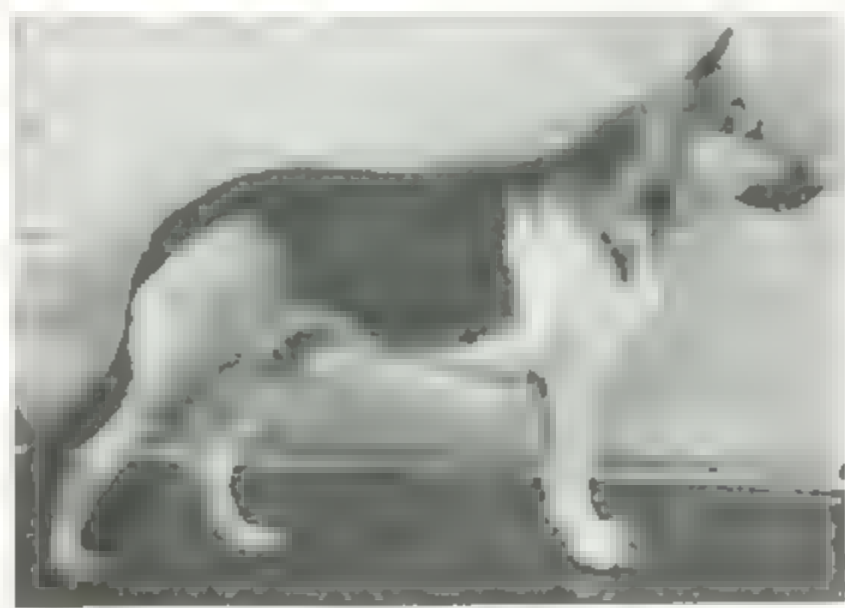
There is always the old problem of buying the male or female. Far be it from me to give the ladies any talking point—but the females seem to be more intelligent. They are far more affectionate—a distinction we males gladly yield to the ladies.

As to price, pardon me while I say that old saw. You get exactly what you pay for. There are very few Kerries in this country—or in the world for that matter. They are not common, not the kind of dog you are likely to see in a pet-shop window. Nearly all the Kerries being raised in this country are bred by people who regard dogs as a hobby. They raise pups of good blood-lines and tend them well. That costs money.

At \$100, a Kerry pup is cheap. I've never been able to understand why people will shop all around looking for a "bargain" dog. What they get always looks like a bargain. The first cost of a dog is small part of his cost. It costs just as much to care for a \$25 dog as it does for a good one. And the bargain is much more likely to run up the veterinary bills, because he wasn't reared right to start with.

So that's the story. If you want a companion for walks or romps in the country...if you want a new member of the household to share your fun and help with your troubles, you want a Kerry. He has all the good of the Irish—and the bad. But the good of the Irish is so overwhelming.

HENRY O. PATTISON, junior, Secretary,
United States Kerry Blue Terrier Club



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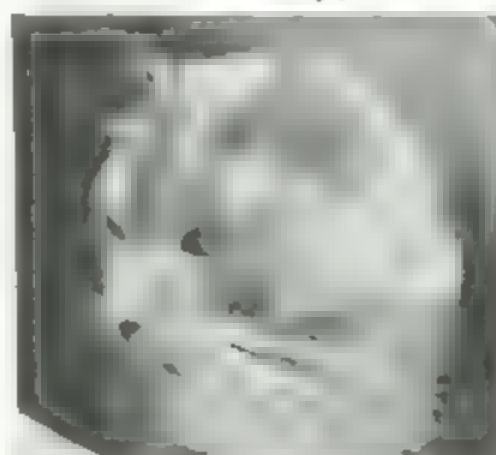
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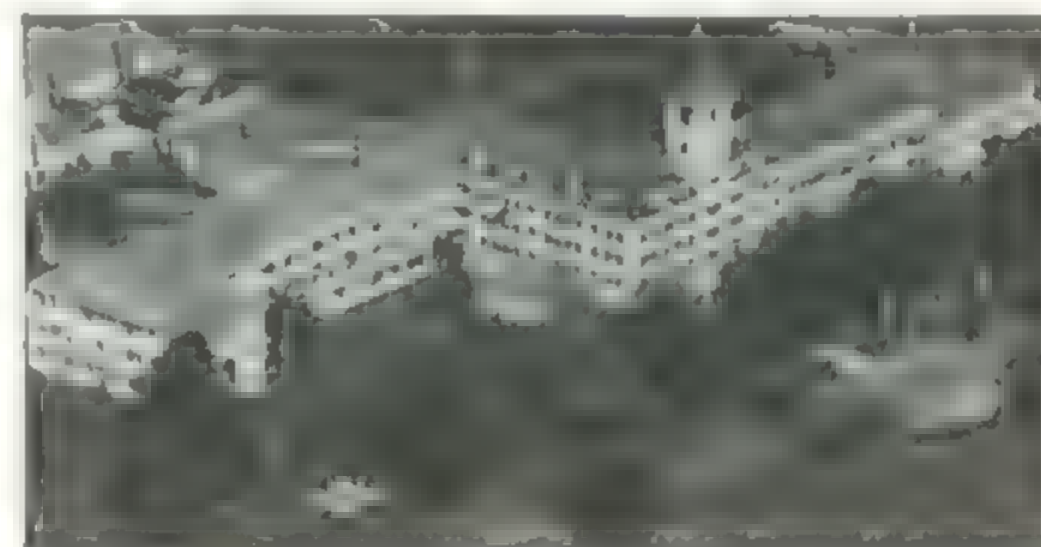
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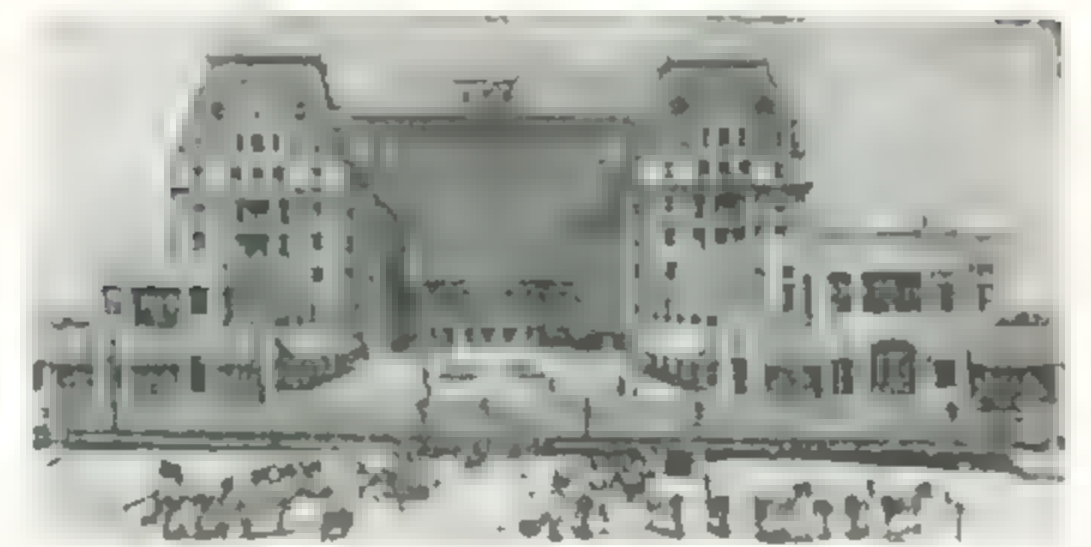


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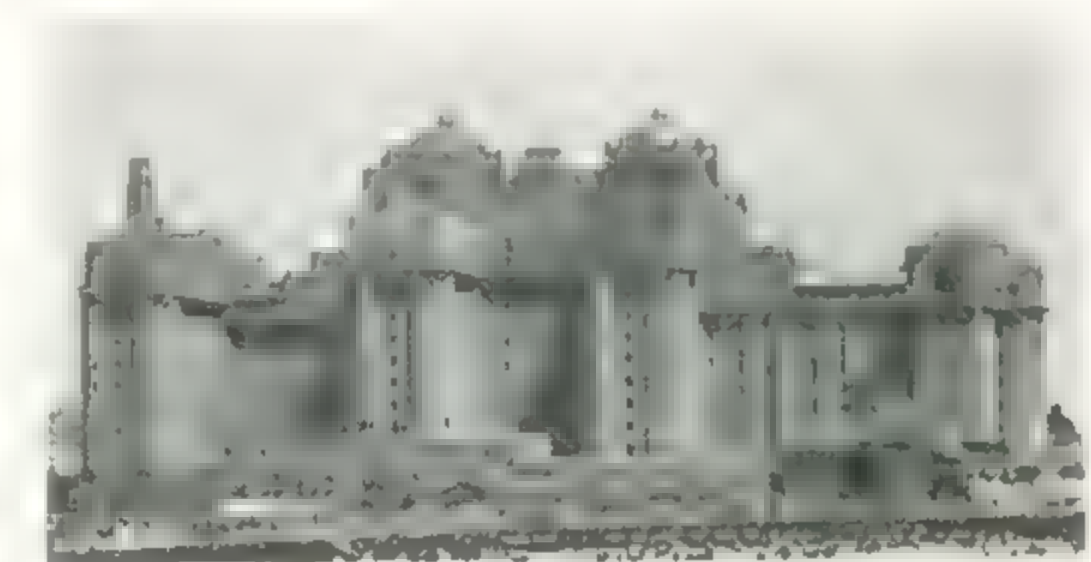
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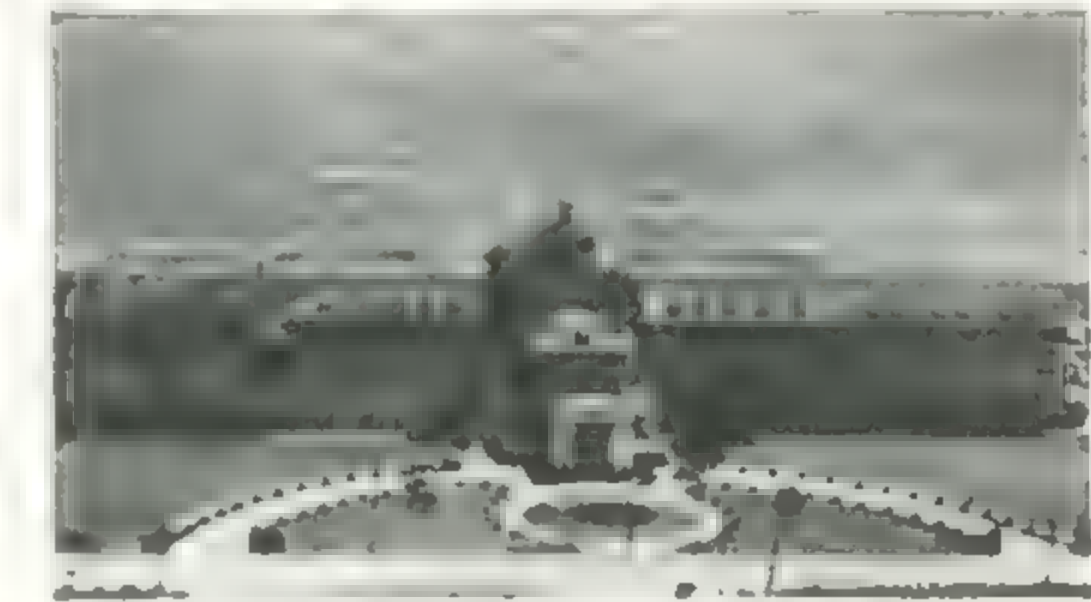
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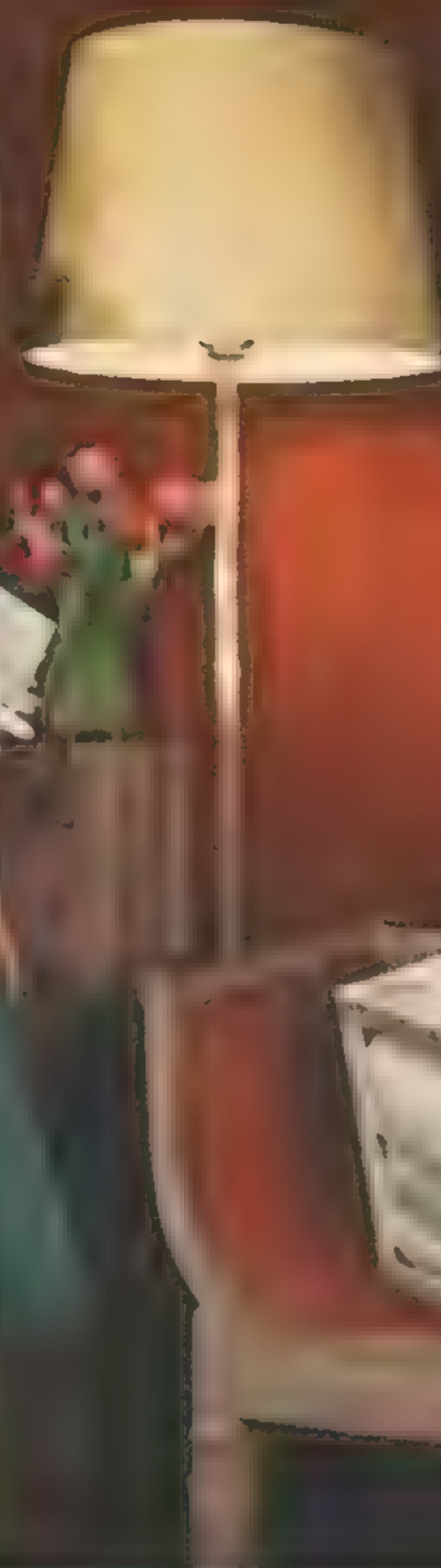
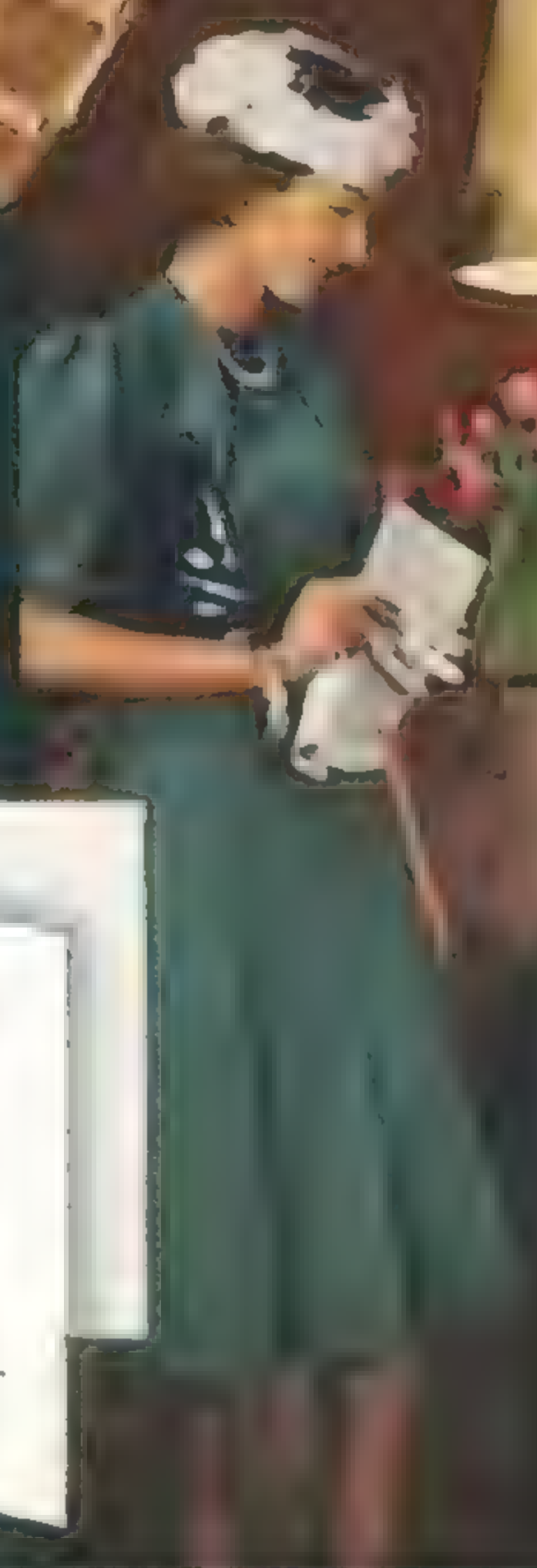
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ADDRESS BOOK

THE DIRECTORY OF SHOPS & SERVICES



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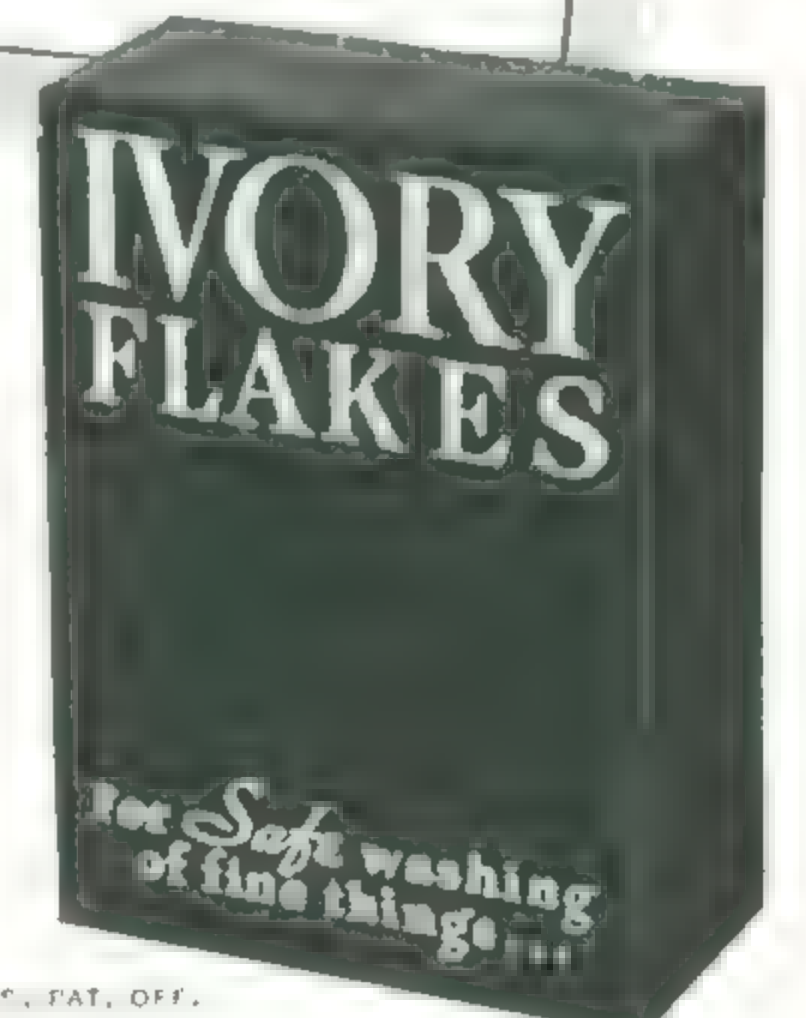
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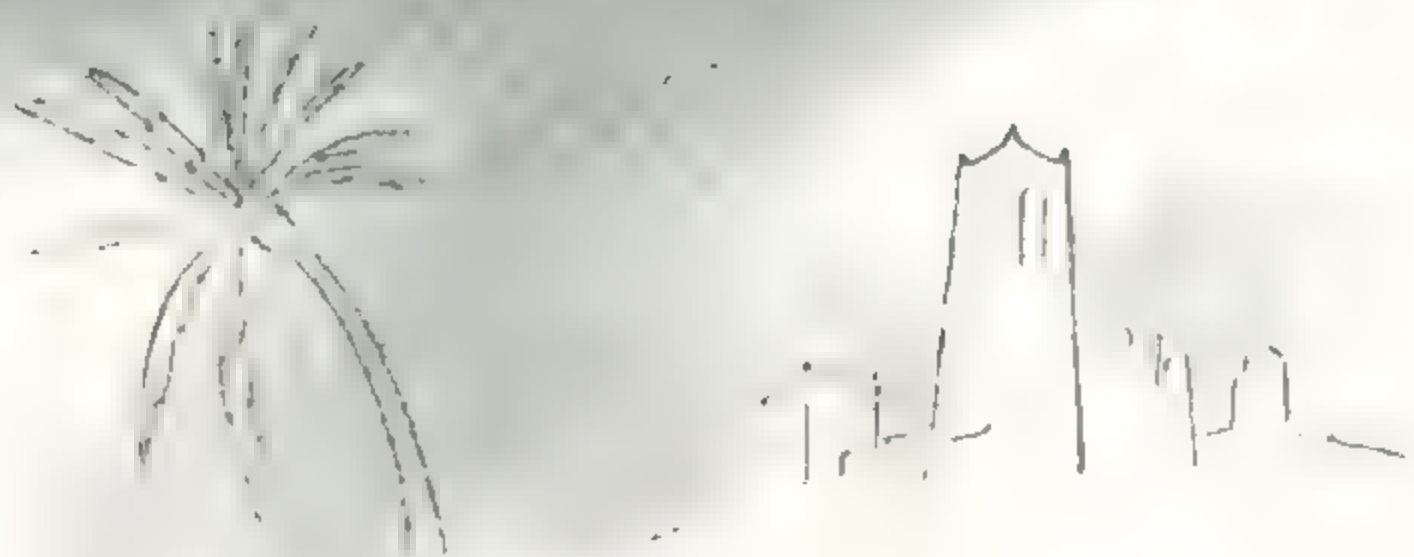


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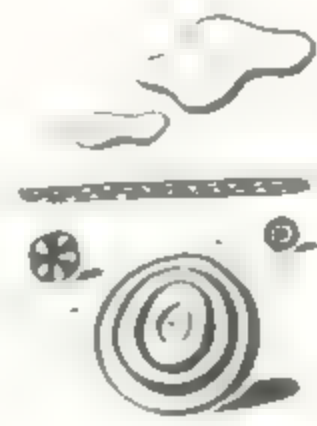


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There are a few changes—two new thrillers have taken the place of the Loop-the-Loop as the sensation of the day. They are the Loop-o-Plane and the Rocket. The Loop-o-Plane is a box on the end of a long pole. Securely strapped in, the passengers are whirled around until the box finally makes a complete turn. The Rocket is even better, or worse—depending on the point of view. This is an enormous table on an angle. A rocket-shaped car tears around on this table, making sixteen rounds a minute, and meanwhile the middle of the table twirls in the opposite direction. It's confusion incarnate but, apparently, everyone loves it.

Otherwise, Coney Island is more or less what it used to be. Twenty million hot dogs—or more—will be eaten this summer as usual. Tons of hairpins, paper bags, gloves, and peanut shells will be removed from under the Comet, the Cyclone, the Wonder Wheel, and the Boardwalks. Several hundred weeping children, who have strayed from their parents, will have to be taken care of by the police. Coney Island doesn't change much.

Your Personal Service

All over town, personal service agencies are springing up, eager and young and helpful—ready to do all kinds of chores for people. For the vast numbers of visitors, here for the World's Fair, the agencies are a gift. One of the best of them is "Your Personal Service," which is ready to provide chaperons, guides, secretaries, and shoppers; ready to read to invalids, take children to the Zoo, and give advice on plays to see.

Jean Marshall, who both started and runs this service, went to Connecticut College, and has a batch of college girls who attend to matters for her. (She can be reached at PLaza 5-4917, or at the New Weston Hotel, Madison Avenue and Fiftieth Street.)

Greek food



If you like Greek food, there is a good Greek restaurant called the Apollo, at 259 West Forty-Second Street, near Eighth Avenue.

They have all the typical dishes—meat and rice wrapped in vine leaves, lamb en casserole, and yoghurt—and all the Greek cheeses that are so good served with black olives and brown bread and a tangy red wine from Salonica.

As to wines, there is *ouzo* to start the meal with, which will give you nostalgia for sunsets over the Acropolis. You might try one of the several brands of that famous Greek wine, *resino*, but don't tackle it unless you've already acquired a taste for it—or you may think that they've given you shellac by mistake.

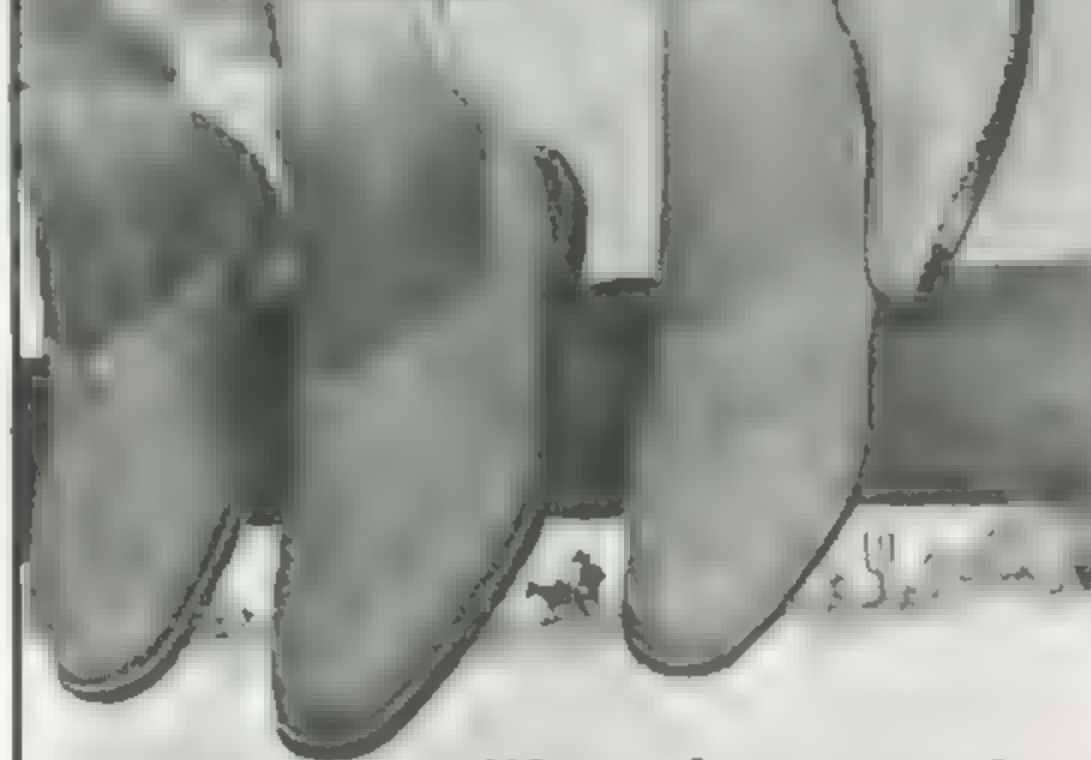
Park your child?

Those are sweet-sounding words to the ears of mothers, in town with the children for a visit to the New York World's Fair. After one day of trotting the cherubs around the Children's Village and to Milk Bars and through the Amusement Section, parents are glad enough to deposit them gently at one of the Children's Centers in New York. Then they can go off, conscience-free and unburdened, for a day of their own.

The Children's Centers are run by an Inter-Church Committee of the New York City churches. Young ladies and gentlemen, aged three to seven years, are under the hawk-eyes of a trained staff, including a registered nurse. They are given toys to play with. They are enticed into fascinating outdoor games with the other children. They don't have to be asked twice to go have lunch—which, although they don't know it, is well-planned and nourishing. In fact, they are so occupied that they are rather surprised when Mother shows up to take them home.

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THE TOWN

At 9 A.M., every day but Sunday, the Children's Centers open up and stay open till 5 P.M. The parking fee for children is nominal, and includes lunch. The first Center to open is at Christ Church, M. E., at Sixtieth Street and Park Avenue; others will open later. To find out more of the details, write to Children's Centers, Clarinda C. Richards, % Federation of Churches, 71 West Twenty-Third Street, New York City—or call GRamercy 5-2073.

Out-of-doors



All New Yorkers love their outdoor restaurants. You can see them, any warm spring day, contentedly sipping their iced coffee, watching the traffic. The Marguéry, on Forty-Seventh Street and Vanderbilt Avenue, between Madison and Park Avenues, is one of the best outdoor restaurants we know. The space for tables is quite deep, so that the shyer souls can take refuge in the back. Under a double tent top (the same system of insulation that the Tibetans use), you can sit and have lunch—cold eggs in aspic, sweetbreads and salad, and strawberries would be perfect. If the sun gets too hot, the Marguéry's sprinkler system, which sprays the upper tent, can be turned on.

Round Room Café

There is a place on the West Side of town, at 150 West Fifty-Eighth Street, that reminds us more than anything else of Budapest, although we can not say why. It's the Round Room Café, mothered lovingly by Frank Beccaro. The dining-room actually is round, with alcoves niched into the walls.

There is good food, of every nationality. Several singers, accompanied by a violinist, wander from table to table during dinner, and Margo does marvellous things on the piano.

Manhattan carnival

On June 15, there will be dancing on the street in front of the Plaza Hotel; the little square by the fountain will be covered with tables and carnival booths; the flood-lighted fountain will be full of Billy Rose's showgirls; Paul Whiteman will lead the orchestras; and Jimmy Durante will be master of ceremonies. With the hearty approval and cooperation of the New York Police Department, Borough President Isaacs, and Council President Morris, the whole area will be roped off, surrounded by a canvas fence and strung with lanterns. Traffic will undoubtedly suffer, but the Girl Scouts, who are giving the carnival for the benefit of their day camps, will be able to send hundreds of New York's small girls to the country, who otherwise would be left behind in the heat.



Mrs. Theodore Roosevelt, the head of the Girl Scouts, is the Honorary Chairman of the carnival; Helen Hayes and Condé Nast are chairmen of the entertainment committee. Tables can be reserved ahead of time, at Hostesses, Inc., and entrance tickets bought on the spot. It will do New York good to have a carnival again, and, while it is being built, it should please the people who usually watch excavating.

At the galleries

Inspired by the World's Fair, that never does anything except in a big way, New York's galleries are staying open this summer and giving big exhibitions.

At the Durand-Ruel Gallery, starting June 1 and lasting all summer, there will be an exhibition of French painting of the nineteenth and twentieth centuries. Most of the artists of the Impressionist and the Post-Impressionist schools will be represented—Monet, Renoir, Segonzac, Matisse, and Edvard.

At the Julien Levy Gallery, the exhibition of moderns that began in May will continue throughout the summer. Here there will be paintings by Dali, Berman, Leonid, Chirico, Campigli, Blume, and others.

The Seligmann Gallery is having an exhibition, that will last until autumn, of the Clarence Mackay collection of armour, paintings, sculpture, tapestries, furniture, and bronzes. This collection is famous for the remarkable consistency of its quality. There are paintings by Verrocchio and Crivelli, sculpture by Donatello, Pollaiuolo, and Mino da Fiesole, and fifteenth-century Flemish tapestries. "FLANEUR"

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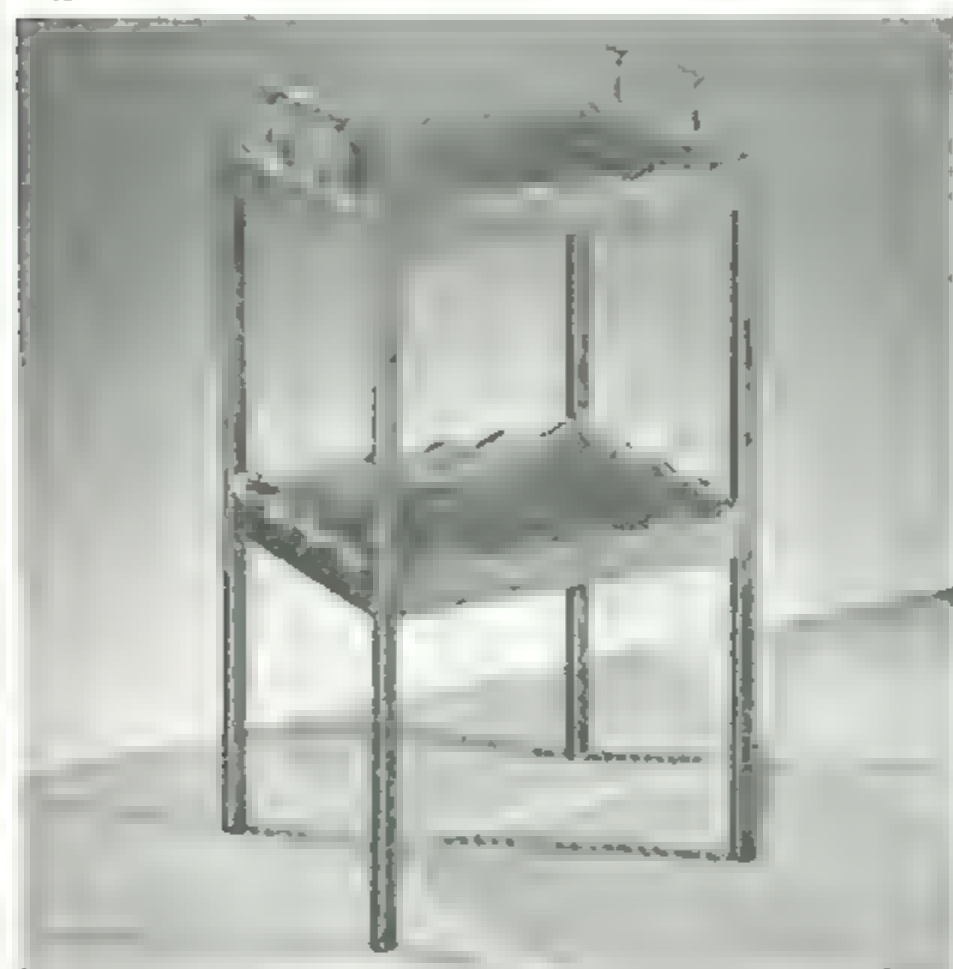
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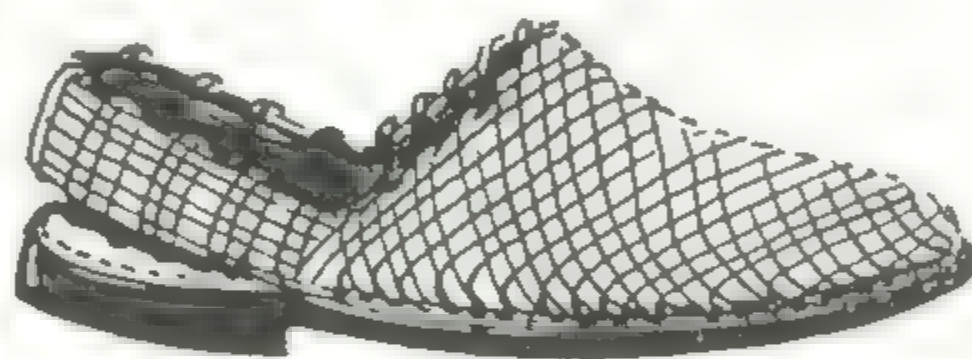
INCIDENTAL TABLE

This little table boasts a noble English ancestor! It's the perfect accompaniment to cocktails or smoking. Certain to start table talk at the bride's first party! 19" high. Easily lifted by the fingers. Mahogany, \$25.

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BIRTHS

NEW YORK

Boettiger—On March 30, in Seattle, Washington, to Mr. and Mrs. John Boettiger (Anna E. Roosevelt), a son.

Cobb—On April 1, to Mr. and Mrs. Henry Ives Cobb, junior (Evelyn Whitehouse), of "Beauvallon," Mount Kisco, New York, a daughter.

Coudert—On March 23, in Washington, D. C., to Mr. and Mrs. Alexis C. Coudert (Allison Moore), of Washington, D. C., a son.

MacFadden—On March 21, to Mr. and Mrs. Robert P. MacFadden (Emily Clift Searles), a daughter, Dinah Coffin MacFadden.

Starr—On April 11, to Mr. and Mrs. H. Danforth Starr (L. Kathryn Siedenburgh), of Greenwich, Connecticut, twins, a daughter, Kathryn Deborah Starr, and a son, Danforth White Starr.

Whitman—On March 25, to Mr. and Mrs. Lawrence B. T. Whitman (A. Gwendolyn Williams), of Chatham, New Jersey, a son, Robert Wetherill Whitman.

BOSTON

Metcalf—On March 31, to Mr. and Mrs. George Pierce Metcalf (Pauline P. Cabot), a daughter, Pauline Cabot Metcalf.

CHARLESTON, WEST VIRGINIA

Payne—On March 21, to Mr. and Mrs. Andrew A. Payne (Anastacia Dickinson), a son, John Lewis Dickinson Payne.

CINCINNATI

Dwight—On March 19, to Mr. and Mrs. Russell Stearns Dwight (Elizabeth Kingston), a daughter, Martha Hopple Dwight.

Terrill—On March 20, to Mr. and Mrs. E. Berkshire Terrill, junior (Patricia Pogue), a daughter.

CLEVELAND

Nellis—On March 29, to Mr. and Mrs. Ralph Hall Nellis, junior (Jane Leighton), a daughter.

MONTGOMERY, ALABAMA

Haddon—On March 10, to Major Julian Buckner Haddon and Mrs. Haddon (Carolyn Washburn Brame), a daughter, Carolyn Brame Haddon.

NEWBURGH

Wagner—On March 28, to Mr. and Mrs. John Aspinwall Wagner (Marguerite Dresel), a daughter.

NEW HAVEN

Jackson—On March 21, to Mr. and Mrs. Lionel Stewart Jackson (Patricia Woolsey), a daughter, Suzanne Jackson.

POUGHKEEPSIE

Phelps—On April 5, to Mr. and Mrs. Pierson S. Phelps (Harriet Case), a daughter, Penelope Sturges Phelps.

READING

Koch—On March 19, to Mr. and Mrs. Henry Koch (Helen Bowman), a daughter, Helen Barbara Koch.

SEATTLE

Nelson—On March 8, to Mr. and Mrs. Alexander Ronan Nelson, a daughter, Jessie Ann Nelson.

Reed—On March 8, to Mr. and Mrs. William G. Reed (Eleanor Henry), a son, William Gerrard Reed, junior.

TAMPA

O'Berry—On March 4, to Mr. and Mrs. Karllye O'Berry (Emma Marie Lyons), a daughter.

TORONTO, ONTARIO

Osler—On March 21, to Mr. and Mrs. B. M. Osler (Lorraine Forman), a daughter.

WEDDINGS

NEW YORK

Croll-Phillips—On April 10, in the Brick Presbyterian Church, New York. Mr. Joseph Dennehy Croll, son of Mr. and Mrs. James S. Croll, of New York and Fishers Island, and Mrs. Helen Schroeder Phillips, of New York, daughter of Mr. Gilliat deGhéquière Schroeder, of Saint-Jean de Luz, France.

Ketcham-Edmonston—On March 25, in the Connecticut Presbyterian Church, Noroton, Connecticut. Mr. Howard Ketcham, of Ridgefield, New Jersey, son of the late Mr. and Mrs. Charles Belden Ketcham, and Mrs. Barrett Edmonston, daughter of Mr. and Mrs. John J. Barrett, of New York and New Canaan, Connecticut.

King-Olin—On April 12, in New York. Mr. Willard van Beuren King, son of Mr. Willard Vinton King, of Convent Station, New Jersey, and Miss Georgene Franklin Olin, daughter of Mrs. Frank C. Rand, junior, of Colorado Springs, Colorado, and New York, and Mr. John M. Olin, of Alton, Illinois.

McAdoo-Heffron—On March 25, in the Round Hill Community Church, Greenwich, Connecticut. Mr. Francis Huger McAdoo, junior, son of Mrs. McCormack Keith, of Brooklandville, Maryland, and of Mr. Francis Huger McAdoo, of New York, and Miss Cynthia Stowe Heffron, daughter of Mrs. John Marcher Heffron, of Greenwich.

Santamarina-Post—On April 10, in Aiken, South Carolina. Mr. Ricardo S. Santamarina, of Buenos Aires, Argentina, son of the late Enrique Santamarina and Mrs. Santamarina, and Miss Frances Lott Post, daughter of Mr. and Mrs. Fred H. Post, of Aiken and East Williston, New York.

Spofford-Ely—On April 22, in Hitchcock Memorial Church, Scarsdale, New York. Mr. Homer Spofford, son of Mrs. Knowlton Spofford, of New York, and Mr. Robert W. Spofford, of Los Angeles, and Miss Rosamond Ely, daughter of Mr. and Mrs. Joseph Shattuck Ely, of Scarsdale.

BOSTON

Nichols-Warren—On March 31, in the First Church in Boston, Massachusetts. Mr. Lloyd Nichols, son of Mr. Wendell L. Nichols, of Brookline, Massachusetts, and Miss Dorothy Thorndike Warren.

CHICAGO

Branch-Beatty—On March 11, in Palm Beach, Florida. Mr. Melville Cabell Branch, junior, of Richmond, Virginia, and Miss Veronese Beatty, daughter of Mr. and Mrs. Ross James Beatty, of Highland Park, Illinois.

Stewart-Kruger—On March 8, in Palm Beach, Florida. Mr. James Wright Stewart, of Chicago, Illinois, and Palm Beach, son of Colonel Robert Stewart and Mrs. Stewart, of Chicago, and Mrs. Bernard H. Kruger, of Cincinnati, Ohio, daughter of Mrs. Farington Flynn, of New York, and the late Henry P. Flynn.

WABAN

Jackson-Matthews—On March 21, in the Union Church, Waban, Massachusetts. Mr. Francis Gardner Jackson, son of Mr. and Mrs. James Jackson, of Westwood, Massachusetts, and Miss Jane Matthews, daughter of Mr. and Mrs. Harry N. Matthews, of Waban.

WATERBURY

Noble-Fielding—On March 18, Mr. F. Dutton Noble, son of Mrs. Frank B. Noble, and Miss Elizabeth Taylor Fielding, daughter of Mr. and Mrs. William Ellery Fielding.



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Specializing in Bébé curls—permanent
Remarkable Results in restoring
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DECORATOR'S DAY-BOOK

FABRIC ORIGINALS—There is a new world of fabrics at Smyth, Urquhart, and Marckwald's, all designed with a refreshing new touch by Mrs. Sidney Whelan. Mrs. Whelan has combined different textures in several of these fabrics; wool embroidery on heavy silk, paint on taffeta, and, in the case of certain valances, feathers of various sorts.

She has had surprising felt flowers applied to heavy blue linen; and in another linen, with figures of fawns and nymphs in painted outline, there are accents of cerise felt casually applied. The whole collection is full of touches like this, and presents a gay diversion from the usual decorative fabric formulas.

One of Mrs. Whelan's designs shows large pale blue and white organdie flowers applied widely over a soft blue organdie ground, and this idea is developed, too, in thin glazed chintz and in taffeta. Another is a cream linen braided all over in two shades of red. In this same vein, there is a heavy cream taffeta heavily crewel-embroidered in shades of green wool, a perfect new fabric for that really fine old Queen Anne chair.

Then there are the Beauvais-embroidery variations—a border of small fruits, apples, strawberries, and pears, in exquisite pinks and reds on cream silk, and a heavy cream linen embroidered thickly with confetti dots in all colours. And in this group is another cream linen, with wool-embroidered vegetables in soft colours sprinkled over the surface.

The printed and painted fabrics have great individuality. On a soft green taffeta are painted, in outline, large Matisse-like clusters of fruits; and on a soft yellow wool casement-cloth, green tulips in simple outline cover the fabric. A deep brown glazed chintz is covered with large, angular handwriting in white, which reads, "*Restez chez Moi*" over and over; and, on a blue chintz, the outline of a man's hand writes "Don't Forget," while the nearby feminine hand (scarlet-nailed) raises a string-tied finger. The printed silks and cottons include one with wind-blown carnations; another, a beautiful East Indian pattern in sage-greens and dusty-pink; and a white chintz, closely covered with green scrolls. This cool fabric Mrs. Whelan uses for entirely covering the furniture for a bedroom—curtains and valances, beds, dressing-table and mirror, and even a simple chest of drawers.

Perhaps the most entertaining ideas of all are the curtain borders and valances that Mrs. Whelan has designed, using actual feathers in patterns. There is a pale blue valance with garlands of small ostrich feathers to match; a pale pink one with a pattern of pink and crimson quills; and a third with a deep band at the bottom, into which she has thrust sprigs of parrot-green and black-and-white guinea-hen feathers, slightly exaggerated versions of the sprig in your husband's country hat. All these feather ornaments are easily removable when the curtains (or the feathers) must be cleaned, so the idea is as practical as it is diverting.

THROUGH THE 'THIRTIES—Back in 1931, Frances Miller, the American designer of rugs and fabrics, forecast what has become a permanent trend—the sculptured-surface rug. And in her recent show of work through the past nine years, these early rugs look as new as they did then. The hooked-rug process by which these rugs are made is as American as their patterns, and the white rug (called "American"), with its small, geometric pattern carved into the surface, has had many descendants.

On a larger scale is the varicoloured "Diamond," woven in a diamond-shaped pattern in stripes of soft, jewel-like colours, and the more recent pattern called "Reflections," a large, flowing pattern in pale monotone that gives the feeling of great space to a room. Another of these is "Wave-Lengths," a repeated design of wavy lines in dark green on a paler ground, at its best in a large room.

New this year is Mrs. Miller's design, "Petunias," an all-over floral design in brilliant mauves, lilacs, pinks, and greens that works out equally well as a room-size or a small hearth rug. And the circular foyer rug, called "Birds in Trees," which is a picture rug with purple birds, yellow branches, an orange bird-house, all on a green ground. With a little early collaboration, all these rugs make de luxe wedding presents, since the bride can plan her own rug first and then the room around it.

PHOTOMANIA—Trust the decorators to do something about the problem of a collection of personal photographs. No matter how handsome individually these may be, they are a problem in most rooms, and the wider your acquaintance, the harder the problem. At the Delphic Studios, where they coped with the situation, using the decorative photographs of Durfey-Chalon, Mrs. Buel devised a sitting-room for what she called a "repatriated American," in which she effectively grouped no less than thirty-five of these very personal pictures, mostly on the wall above a fine old table-desk. James Pendleton had another grouping-idea in his "Worldly Woman's Dressing-Room"; here he placed a garnet-red Victorian sofa and a small lacquer table against white-and-gold striped walls; and, over the sofa, a large old gilt frame, holding a whole group of photographs.

William Pahlmann's celebrated leopardskin-fronted commode was flanked by rustic white plaster candelabra and placed under a mirror-framed mirror. At either side hung large portrait-photographs framed in flat white, and a chartreuse fur rug gave the ultimate touch.

Ruby Ross Wood showed a *trompe-l'œil* commode (which had a black-fringed shawl casually thrown, in paint, over the front), with a mirror framed in white wood, by Justema, and at either side, over blue-striped chairs, photographs in more white Justema frames. This will give you an idea, perhaps, on which you can play your own variations.

EVERETT GRAY LINSLEY



Lyrical in Lin-Spun

Words and music by Franklin Simon's—fashions and fabric by Loomtogs. Three new play-mates in the same spun rayon weave, the same lilting colors—mix or match them as you please. Sizes 12 to 20.

Shirt and Slacks. \$2.98 each
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DUSTY PINK LIME GOLD
DARK GREEN PLUM

BEACH SHOP—THIRD FLOOR

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NEW YORK GREENWICH

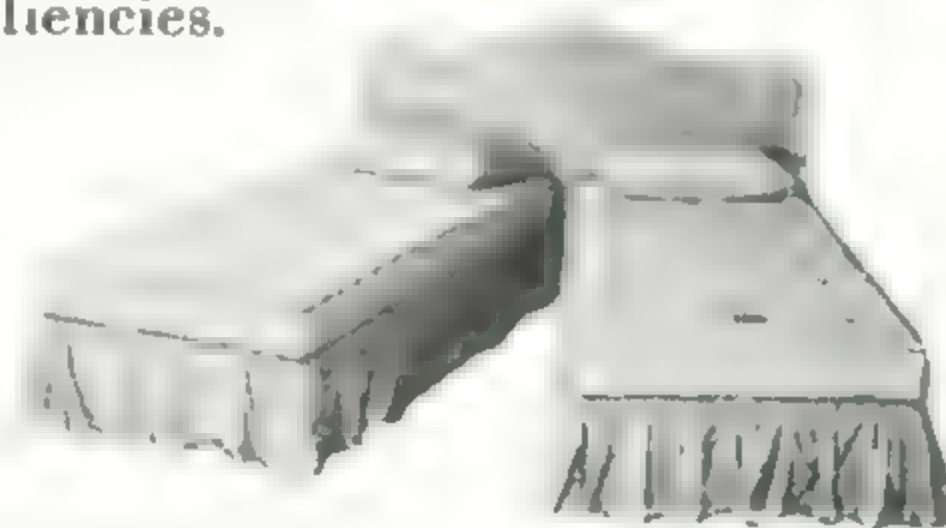
FIFTH AVENUE AT 38TH STREET, NEW YORK

OLD FASHIONED BUT MODERN TOO



These two luxurious beds, joined to a single headboard, *only* look ancestral. Each one three feet wide . . . yet designed to give even the small apartment bedroom an air of spaciousness. Two Beautyrest mattresses . . . two Beautyrest box springs . . . assure you another modern luxury, cushioned sleep. And because they're twin beds, each mattress may be had in individual resiliencies.

Illus. Beautyrest Twins, headboard Hale crafted in antique white and gold, or antique natural; and upholstered in your choice of fabric. Equipped with two Beautyrest mattresses; two Beautyrest box springs; and custom-tailored spread. Complete, 259.50. (Send for fabric swatches in color desired)



RESTAURANTS—dining

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Le Restaurant Par Excellence, Cuisine Française. Famous for "Chicken Divan" and special salad.

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Finest vintage wines, and liquors

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Luncheon 35c, 65c, 75c Dinner \$1 and \$1.25

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Smart Clientele, deft service, delicious food.

The Gainsborough, 222 Central Park S. Luncheon 50c, 85c Dinner 99c, \$1.25

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner \$1.10 & \$1.50. Daily 5 to 8:30 P.M. Sunday dinners—noon to 8:30 P.M. The most talked about dining place in New York**CRILLON**, 116 E. 48th St. Completely air-conditioned. Justly famous for cuisine and cellar. Luncheon \$1. Dinner from \$1.50 in the Main Dining Room. Dollar London-Buffer-Dinner before theatre in the Bar

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Finest food prepared in the true French manner. Luncheon \$1.50. Dinner from \$1.75. Also à la carte. Famous cocktails from 30c • Parisian cocktail lounge

THE BLUE BOWL AT 157 EAST 48th ST. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.25.

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Featuring Suppers from 85c to \$1.25

Luncheon from 75c—Dinner from \$1.25 to \$1.50. Elizabeth D. Reynolds, Inc., 15 East 48th St.

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THE GOURMET'S GUIDE



This is the ever young month of June. Those beautiful horses are running again at Aqueduct and Empire City, stalwart men from across the ocean are wielding their polo mallets in the International Matches at Meadowbrook, and, even if you are not a sports fan, still, at this time of year, the lure of the country is at work.

The Gourmet's Guide knows the feeling and has a solution for you. Head your car across one of Manhattan's bridges, and experience the exhilaration of dinner in the country. You will get delicious food at any one of the inns listed on this page, most of which are within easy driving distance of New York. You will motor home to the music of the crickets and peeping frogs, a refreshed and peaceful woman. One warning; it is very habit-forming.

RESTAURANTS—dining

CAFE TROUVILLE

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Open for luncheon, cocktail hour and dinner. Entertainment during supper.

JOSEPH'S—46 E. 52nd St.

For many years has applied a continental cuisine to good American taste. Selected wines. Luncheon \$1. Dinner from \$1.50. Also à la carte. Tel. WI. 2-8173

JIMMY'S CAFE SAVINI (Formerly 53 E. 54th). Remember Jimmy? Open for luncheon, cocktails, dinner, supper. Entertainment during supper. Specialty "Chicken Tetrazzini". 39 E. 49th St. EL 5-8960

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11 East 53rd Street, EL 5-8032. A real French Restaurant catering to cosmopolitan palates. Lunch from 75c. Dinner from \$1.25. Also à la carte.

AU BON VIVANT, 112 E. 55 Street.

Where congenial people enjoy an interlude of truly pleasant dining. Luncheon 85c. Dinner \$1.50. Cocktails. Everything prepared to order.

SCHRAFFT'S. Home of Fine American Cooking. Breakfast, Luncheon, Afternoon Tea, Cocktails, Dinner, Supper, Sodas, Ice Cream, Cakes, Candy, Club. Dinner \$1.35. 38 Schrafft's in greater N. Y.**RUBY FOO'S (EAST SIDE)**, 161 East 54th St. Ultra Refined Atmosphere—Finest Chinese Foods. Luncheons 50c to 65c.—A la Carte for Dinner & Supper. Intimate Cocktail Lounge, Plaza 5-2437.

LA CRÉMAILLÈRE

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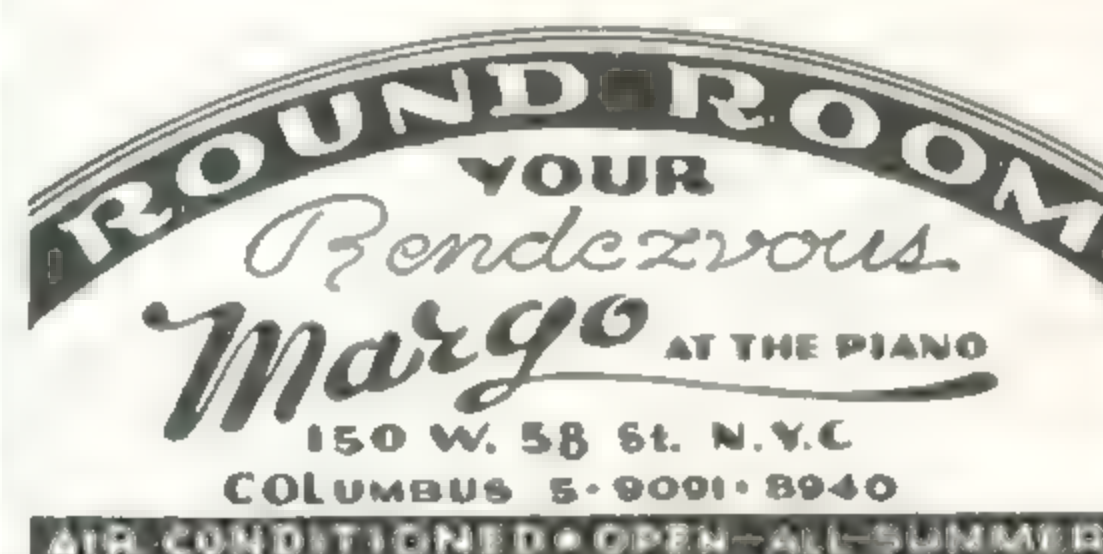
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A. FRANCES. A new version of the popular open-toed "platform" shoe in a linen-like weave.

D. EDNA. Goes gaily with your sport clothes and your cotton eveningdresses. *Elasticized straps.*

B. FRIEDA. Sports a Monk toe and a Dutch Boy heel. Coarse fabric smartly combined with Bux trim.

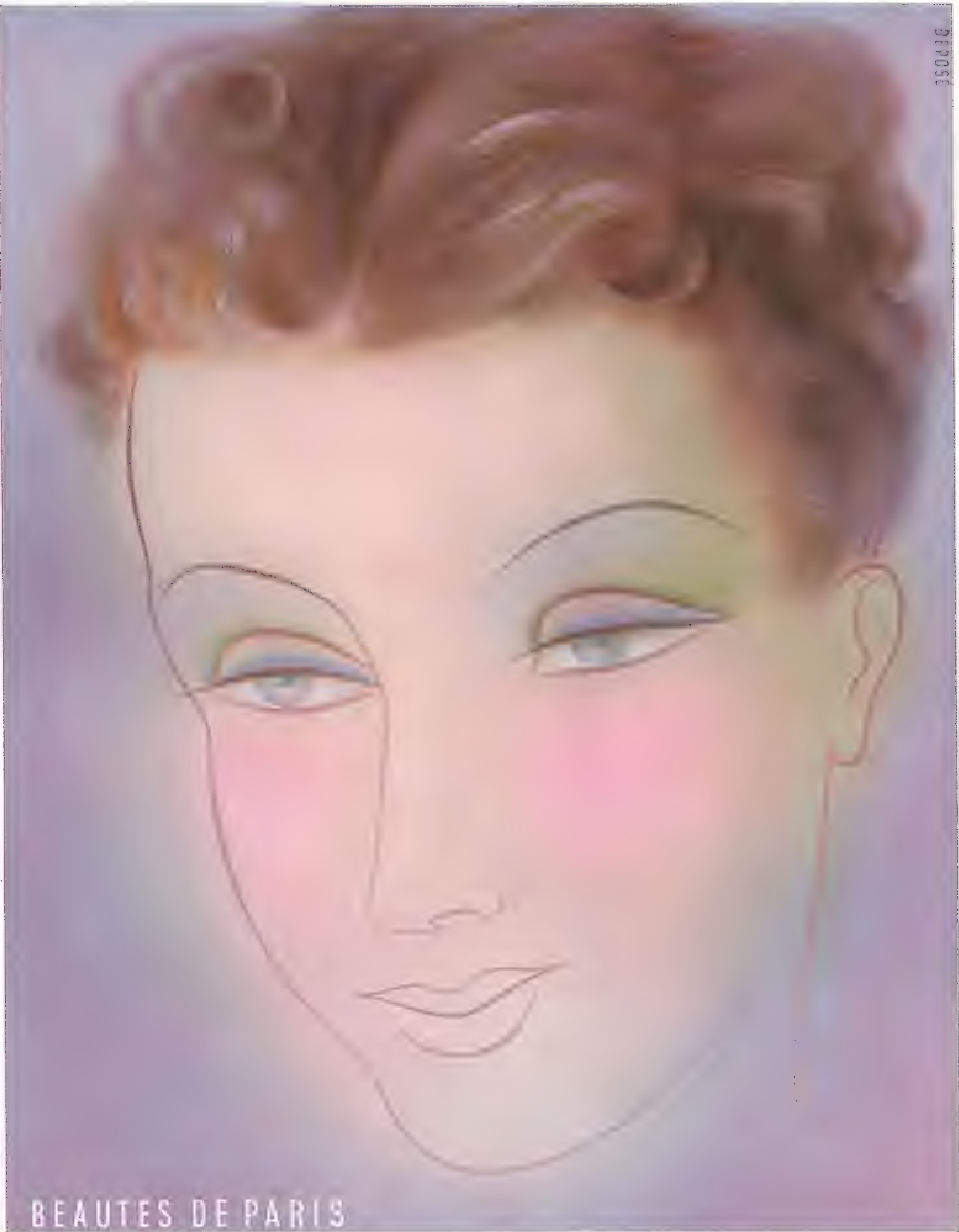
E. SWAGGER. Springy crepe soles for active life afloat and ashore! *Picoted shawl tongue.*

C. ORMAND. A trim sports oxford. One of many similar styles in a variety of colors and weaves.

F. CAMILLA. One of the new up-at-the-throat dress oxfords that Sportslax offer. Note scallops!

FINE SHOE COMFORT...FINE SHOE WEAR...FINE SHOE ECONOMY

DEPOSE



BEAUTES DE PARIS

BEAUTES DE CARON _ ROSE CRISTAL _ CINEMA _ POUPEE _ LUMIERE _

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VOGUE

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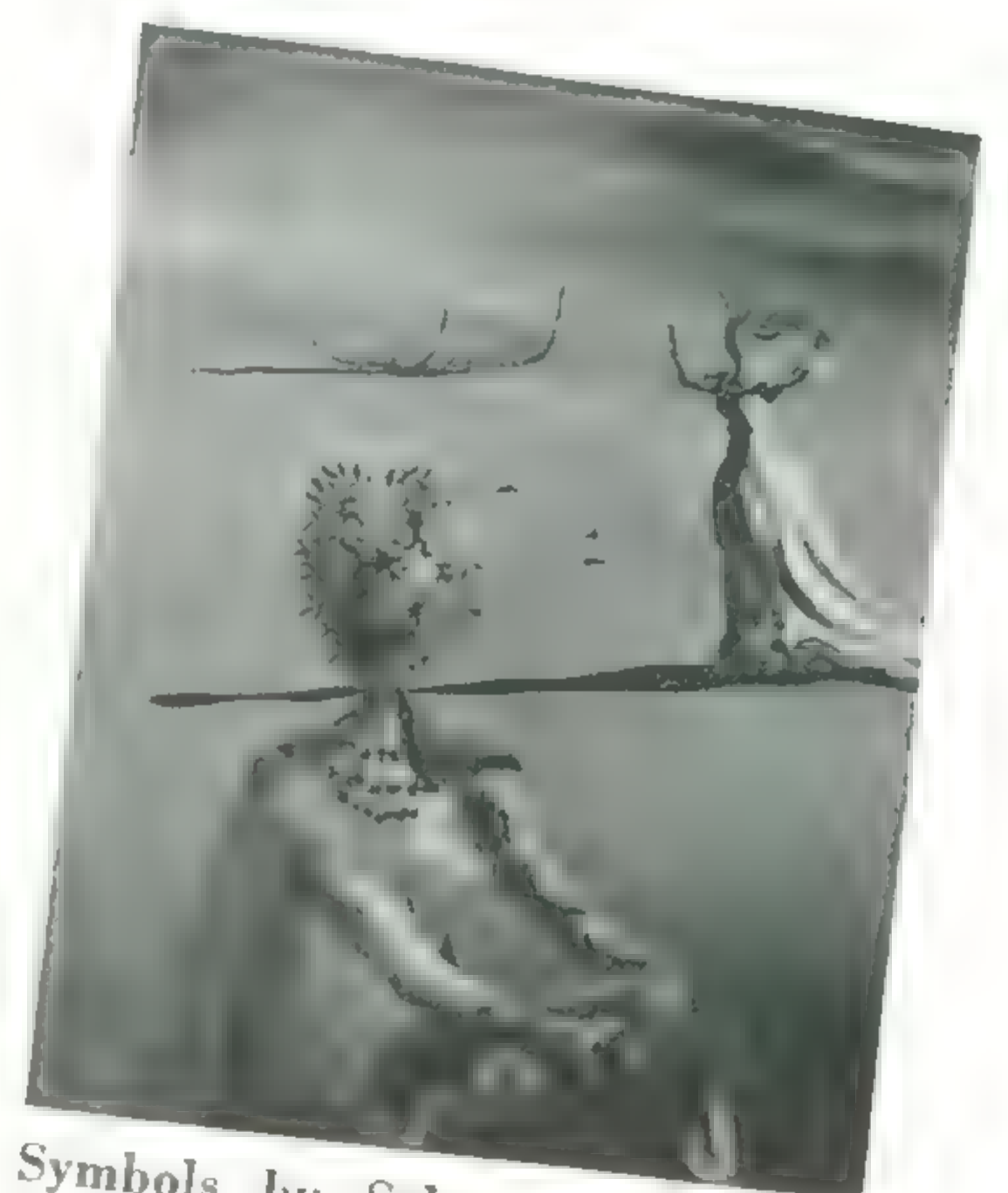
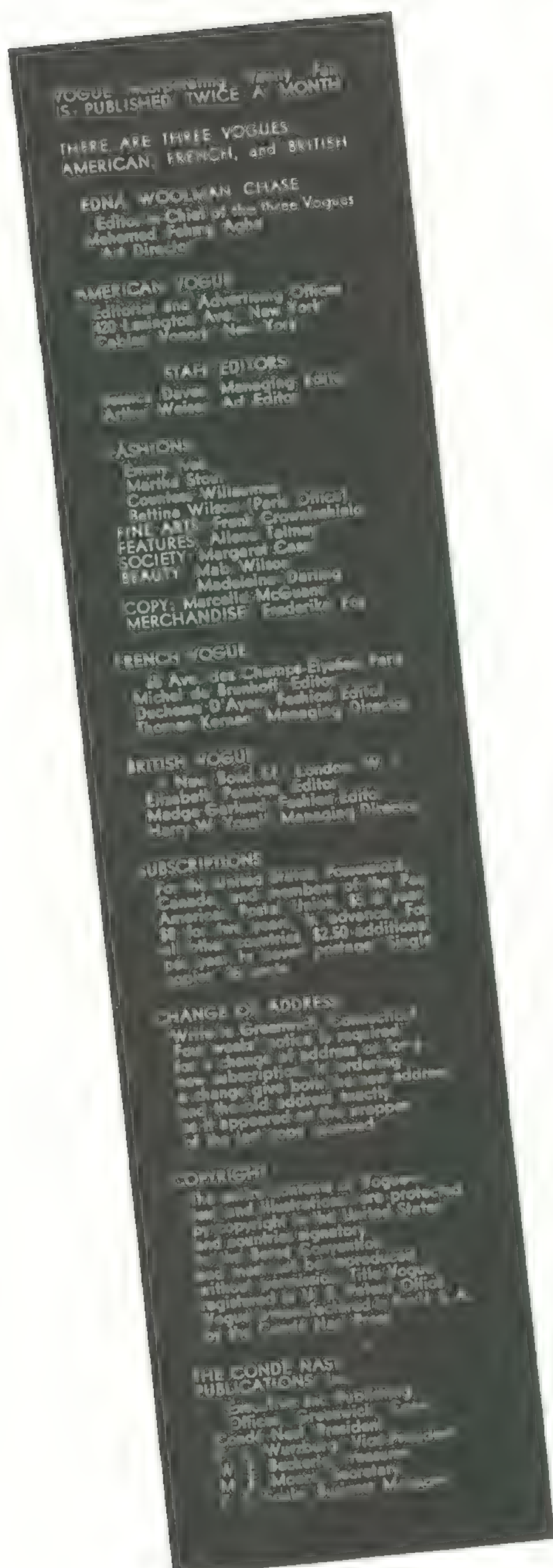
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Symbols by Salvador Dali, the fantastic Surrealist: flowers for the beauty of women, a skipping figure for the remembrance of her childhood, a skeleton ship for the sadness of things past

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NOW MAKES ITS BEDS WITH *"The Finest of Cottons"*

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VOGUE'S-EYE VIEW ...OF THE BEACH ...OF BEAUTY



DON'T try to read Surrealist symbolism into this photograph. There's plenty of real Surrealism in this issue to puzzle over: Dali's enigmatic cover; his grotesquely lovely Dream House at the World's Fair; his interpretations of the new chemists' colours in bathing-suits.

The above is just a fantastic skirmish of ours. Pearls, penny plastic lips, and two-thousand-dollar sun-glasses rimmed with diamonds. No one meant you to look at this sober old world through those glasses—the American Spectacle Company made them for pure fantasy.

And we like to give you fantasy...side by side with common sense. Both have their place. Both are in this issue. You'll find such fantastic beach ideas as a flower-strapped bathing-suit. But you'll also find sixteen sensible suits to swim in, and look well in no matter what your figure. You'll find the latest dress imagination from the Paris Mid-Season Openings. But you'll also find a down-to-earth wardrobe for country week-ends. You'll find flighty parasols for summer terraces. But you'll also find sane, cool dresses for stifling city streets. You'll find such beauty extravaganzas as a sybaritic foot masque and a new coiffure brushed to look like a turban. But you'll also find a batch of level-headed beauty tips for craggy nails, humid epidermis, sun-parched hair, even reducing exercises requiring you to move but one inch...a practical enough idea for hot weather. Let the fantasies put fresh ideas in your head; let the practicalities put chic on your back.

This way to the beach

CATCH THE NEW SPIRIT in beach clothes this season. Catch it from that pretty sister act across the page, beginning our current portfolio of what to wear on the beach. That pretty sister act *begins* it for several reasons. Because those two young things are idling on the beach in pinafore dresses—dresses, not tomboy play-suits. Because they are wearing cotton—and cotton is one of your first loves this year. Because they are wearing stripes. Because they are protecting their faces with sun jelly—and this is the year of the gentle tan, not the mahogany finish. Because they look feminine and fresh, neither like little boys nor shameless young Nudists.

HIDE BEHIND A SKIRT. The new urge to look more feminine has struck the beach, and you'll want childish play-dresses, little princesse ones with short, flaring or gathered skirts. Bask in pretty bathing-suits that look like dresses—kinder to figures, graceful in any pose. Or a suit with a beautiful evening-dress bodice—there's a draped jersey one with rubber flower straps on page 40. Definitely decorative and dressed-up, and not for the old swimming-hole.

SWIM IN SLEEK SUITS. Do your energetic swimming in suits that are uncluttered and without *chichi*. Fundamentalism is the law (no complicated cut to chafe your shoulders on a two-mile swim), no extra material to slow down your six-beat crawl. You'd think a corsetière had made some of the new suits, the way they mould your bosom, indent your waist, and tame down your hips. Suits with "Lastex" do this. This year, "Lastex" teams with denim or sharkskin—making suits that look like denim or sharkskin. Some use the wrong side of "Lastex"—the mat side used for the right side.

Discover for yourself that this year's crop of knitted suits is the best yet. Many have skirts—non-flapping, so as not to impede aquatic progress. There's one on page 41; another, with a half-skirt, on page 38. Don't overlook rubber suits, established firmly in the hearts of the young, because they dry in a trice, cling like a mackerel's scales, and feel like nothing at all in the water.

MAKE UP TO THE NEW WATER COLOURS. Loud chemists' colours—sharp pinks, cyanide-violets, alkali-greens, and sulphur-yellows—have gotten down to the water. You'll see them, interpreted by Dali, on pages 58 and 59. Here enters a make-up problem, and here enters Elizabeth Arden to solve it. With off-pinks and violets—her Cyclamen lipstick. With sulphurs and the new tortoise-shell browns—her Redwood. With white and light blue—her Stop Red. If you wear a shiny suit, give your skin a dull finish with Elizabeth Arden's Sun-Pruf Cream. If your suit is dull, try her shiny protective preparation, Sport Gelée. Each comes in a linen beach kit complete with all beauty paraphernalia—from toilet-water to eye-shadow. (Continued on page 93)

Opposite: Sister act in ladylike beach dresses of blue-and-white Everfast cotton. Best.

They protect their faces with Elizabeth Arden's Sport Gelée





TONI FRISSELL

**WHITE...everlastingly good against tan;
a new mossy texture, knitted with Controlastic yarn
to pull you in. Sacony suit, at Saks-Fifth Avenue**



**PIN STRIPES...red-and-white, running three ways,
on a Mabs of Hollywood satin suit
woven with "Lastex." Hat from Nassau**

**CANDY STRIPES...a red-and-white cotton camisole
and a full, gathered skirt (over red shorts).**

Brigance designed this; Lord and Taylor has it





DE MOLAS



Sleek and skirted all around—
this dark blue wool suit
with rows of white disks.
Gantner and Mattern suit; Altman

HIRSCH



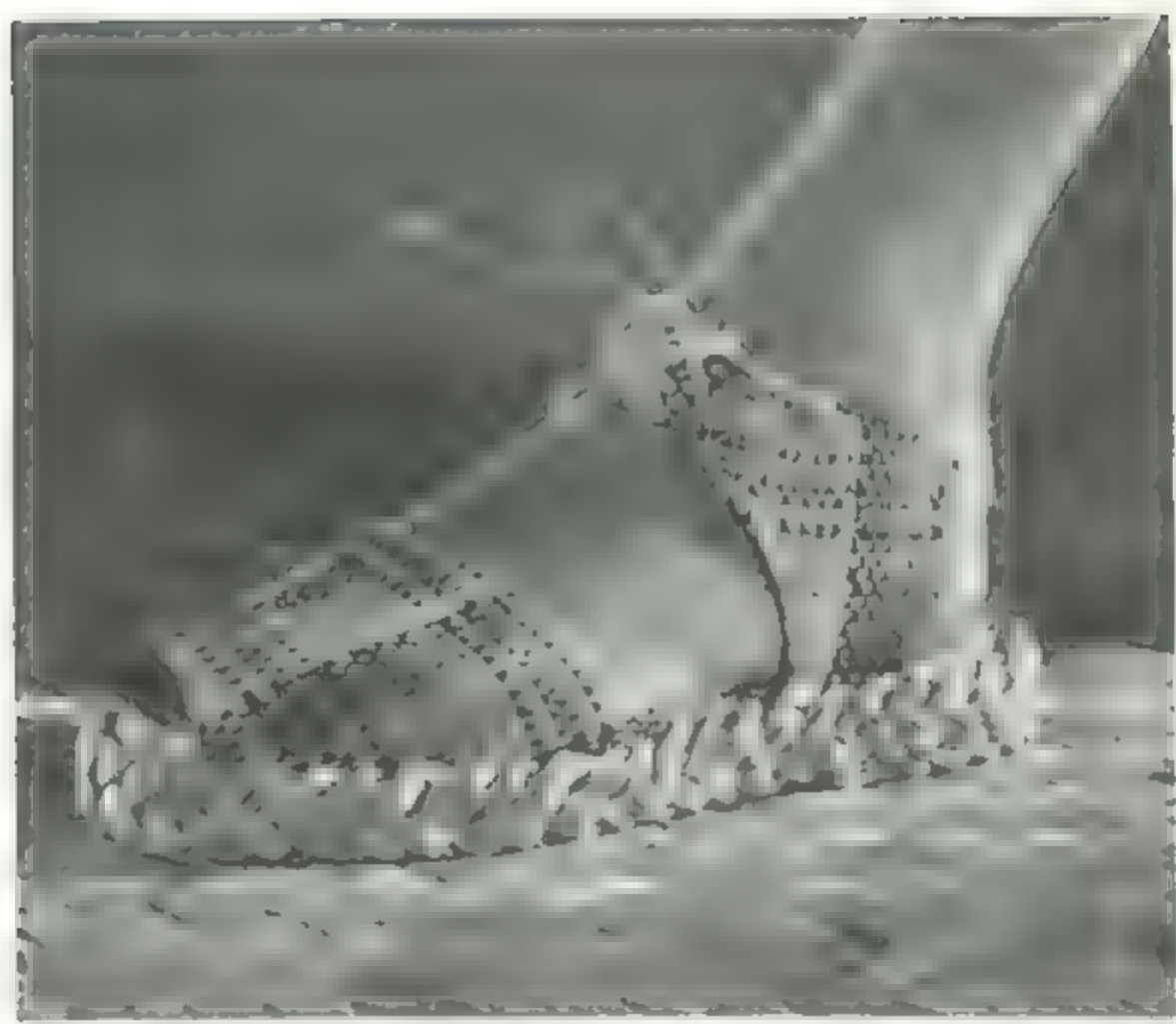
A rocking-soled wooden clog
shaped to hold the foot,
pierced twice for lightness.
Red linen bands wrap it on.
Saks-Fifth Avenue



A sparse suit in a new fabric—
white matelassé damask.
Red jersey windbreaker. Jay-Thorpe

On shore, off shore

Opposite: A suit draped like an evening dress,
made of cyclamen Celanese jersey with rubber-flower straps.
Brigance design. Lord and Taylor; Marshall Field



**Feather-weight on the feet—
a raffia sandal
with multicoloured top.
Macy's has it**



**For any age, any figure—a high bodice, longish skirt;
Du Pont rayon jersey suit. Best; Neiman-Marcus**



**Helena Rubinstein's
sporting cabaña,
a hop-sacking beach bag
fitted with Everything**

DE MOLAS



**No straps, no skirt, fine only for faultless figures—
this dead-white suit woven with "Lastex."
Franklin Simon; Marshall Field**

BEACH PROPS FROM ABERCROMBIE AND FITCH



**Princesse lines, a flattering little skirt
for a crêpe-banded white sharkskin suit.
Lord and Taylor; I. Magnin, California**



First: A duet of raffia necklaces to wear all day (or evening). Best.
Second: Good catch—a huge beach bag of striped ticking. Lord and Taylor



For a young fish-in-water—
a rubber suit whirling with pinwheels.
U. S. Rubber suit



To play up pretty shoulders—a suit
of blue-and-white jersey. Best; Marshall Field



The all-time flatterer, a dressmaker suit
of printed cotton,
with a short quilted coat.
Abercrombie and Fitch

More shore lines



FRESH LINEN AT DINNER

This is how you'll want to look at country dinners—sleek and unfussy in tailored linen, touched up newly with gold buttons.

Above, two white linen suits, one worn with a dotted foulard scarf; one with chalk-white beads. Suits; Bergdorf Goodman



Another dinner-costume of the let-us-be-concise school. This is of pale green linen, cool as limeade. The lumber-jacket top has the new loose sleeves, chipper gold buttons, a gold belt. You'd wear gold sandals or bright red ones. Bergdorf Goodman





TWO YEARS ON THE THRONE

KING GEORGE and Queen Elizabeth head this year's list of British exports to America. Their transatlantic journey creates a precedent, for British monarchs are static by tradition, and rarely move beyond their prescribed orbit. King George and Queen Mary went to India for the Delhi Durbar in 1912, and there was some talk of Their Majesties following suit this year, but Canada won. Cynics may say that the Royal Tour is just another aspect of the appeasement policy, but only the most obstinately blinkered deny its urgent political significance.

Whatever their purpose, King George and Queen Elizabeth go with the blessing of their country, which has already, in the two years of their reign, come to respect and love this hard-working, gallant, and charming couple, whom noblesse has obliged to shoulder their heavy burden, and who are holding down their big and often boring job.

Job is the word. There is little glamour left in the expression of kingship to-day; there is no more strutting about in ermine, bolstered up by the Divine Right of Kings. Their Majesties must toe the line, or go, as the Abdication proved. And toe the line they do, with passionate sincerity, with devotional zeal. It is as if they can not do too much to wipe away what the Crown's detractors describe as its lapse from Grace. Strictly non-political, as the English Constitution demands, they throw all their energies into working for the betterment of their people. They visit slums, hospitals, welfare centres, exhibitions, trade fairs, industrial centres, armies, navies, and the rest, while receiving bouquets and the Freedom of cities with tireless enthusiasm.

The American man in the street may perhaps be at a loss to understand the exact symbolism of the Crown, and how much it means to the Englishman. Deep in the English character, there are two diametrically opposed selves, the idealistic Cavalier and the materialistic Roundhead. The Cavaliers represented the poetry of life, the Roundheads its prose. The Cavaliers' loyalty was to a mystic state of kingship, as an ideal of manhood—a *preux chevalier sans peur et sans reproche*; while the Roundheads presented bleak, debunking common sense and a moral severity still to be seen in some Sabbath observances. (Continued on page 94)

*King George VI.
and Queen Elizabeth . . .
the first reigning
British monarchs
to visit the United States*



THE TWO PRINCESSES (IN IDENTICAL SWEATERS AND KILTS) WITH THEIR PLAYMATES IN SCOTLAND

Holiday in Scotland—for the Princesses

While the King and Queen are seeing the New World, the two little Princesses are getting ready for their summer holiday in Scotland, at their beloved Balmoral (where these snaps were taken). The heir presumptive to the throne is thirteen now, and very self-possessed. But, although she has her first diamond bracelet (her father's birthday gift), her first long silk stockings (her mother's present), although she has her own sitting-room at Buckingham Palace, orders her own flowers, arranges menus and issues invitations for her own parties, and is patroness of a charity, she still romps with her young neighbours in Scotland.

Elizabeth loves to ride, and has begun to jump; she takes prizes in swimming, too. Princess Margaret Rose likes to collect gramophone records, especially of military bands. Their admirable dignity in public is not required of them often in Scotland, except for occasions like the clan gathering at Braemar.



TUG-OF-WAR AT BALMORAL CASTLE—PRINCESS ELIZABETH IS AT THE RIGHT



AT THE BRAEMAR GATHERING: JAMIE CARNEGIE (A NEIGHBOUR), THE PRINCESSES, THE KING AND QUEEN



LELONG BINDS UP A SMALL WAIST, RUNS A SCARF AROUND YOUR NECK, AND CALLS IT A BODICE. BLUE-AND-WHITE SILK JERSEY. JEWELS: MAUBOUSSIN

ANDRÉ DURST

Paris mid-season collections

“ROSE MARIE, I love you,” tinkles from Schiaparelli’s music-box hand-bag. Red, white, and blue lace frills on Chanel’s white organdie dress. Van Cleef and Arpels’ hundred-and-thirty-thousand-franc diamond zipper closes Piguet’s simple black afternoon dress. Magnificently Goya-esque is Balenciaga’s evening collection. A fortune in hand-work decorates Paquin’s washable wonders.... These are some of the responses Paris dressmakers are giving to the European tension.

WASP-WAISTS. The whole conspiracy is to diminish the waist. Fichus and shirred bodices are gathered into wide waistbands day and evening. (See pages 54 and 55.) Gathered skirts round the hips. V-necks are back again. Completely for them are Lelong, Maggy Rouff, Paquin, Piguet. Molyneux cuts his round necks wider. Chanel clings to the wide neck-line she started years ago.

AUTUMN FORECASTS. Slightly longer skirts. New knuckle-length bodices and jackets, at Schiaparelli’s, that curve down in front and up in back (page 53). Faint suggestions of bustles, day and night. Perhaps bustles won’t be important in your lives, but certainly skirt drapery will. Draped panniers stand out from the sides of Alix’s day dress. Drapery ends in bow-knots on the hips of a Balenciaga dress. Polonaise drapery continues at Schiaparelli’s.

SUMMER SIMPLICITY. Summer day suits are the ultimate in simplicity—linen or shantung ones, in white or pastel. Dresses have an innocence rarely seen in the impressive salons of Paris... dresses with gathered skirts, made of crêpe, foulard, plain or printed linen. Momentarily, there’s less strict black, except at Mainbocher’s, where blackness is emphasized by gold buttons and belts.

EVENING FRAGILITY. Waists almost waste away on Chanel’s white organdies, frilled with lace ruffles. Boned waistbands pull in Maggy Rouff’s skirts (page 54). A wide black taffeta sash or a tucked corselet narrows the waists of Piguet’s cottons (page 55). Paquin’s dresses make you dream of warm summer nights with music floating through open windows. Fortunes of hand-work are spent on his linen, piqué, or organdie dresses. Schiaparelli’s superb dinner-suits have long, tight jackets buttoned over swag-draped skirts—very Polonaise. Slender lines are here and there. In Chanel’s mummy-draped dresses. In that simple dinner-dress above, with which you wear a fantastic lace boa shirred on pink and yellow velvet. Goya influences Balenciaga—great stiff skirts of velvet, faille, satin; long sleeves; high necks; often two colours.

ENTERTAINMENT. Bands of harps, bagpipes, pianos, fiddles playing on Schiaparelli’s clips, buttons, belts. Hat brims like curtains—transparent straw or horsehair brims screening your face (page 53). Toques that are bunches of grapes or cranberries or gooseberries. Turkish necklaces of gold filigree at Chanel’s. Multiple strands of ruby and turquoise beads. At Balenciaga’s, ostrich bonnets and evening bags. At Lelong’s, sun-glasses tied on a scarf.



SCHIAPARELLI'S SLIM BLACK CRÊPE DRESS AND OPERATIC BLACK LACE BOA



PHOTOGRAPHS SENT BY
FROM PARIS

PAQUIN'S NEW BERET LAVISHLY EMBROIDERED METAL THREADS.



SCHIAPARELLI
HARPS ON MUSICAL TUNE STOP
HAND-BAG LIKE MUSIC-BOX STOP
SCARF PRINTED LIKE MUSICAL SCORE STOP
HAND-BAG LIKE ACCORDION

NEW CABLE METHOD
MID-SEASONS
COLLECTIONS

SCHIAPARELLI'S BIRD-CAGE HAT
ALL-BLACK HORSEHAIR
YELLOW SONG-BIRD INSIDE CAGE



BLUMENFELD

SCHIAPARELLI'S
TRANSPARENT STRAW BRIM STOP
KNUCKLE-LENGTH SILK JERSEY BODICE STOP
MUSICAL INSTRUMENT CLIP



HORST

WASP-WAISTS AT PARIS MID-SEASONS. They've been hinted at; now they're *here*, snugly, securely. Waists have really dwindled down to this. Maggy Rouff bones the wide corselet of her flowered-and-plain handkerchief linen dress, and rounds out the hips below with a gathered skirt



FIGUET wasps your waist with deep V-corselets (lacing would be in order beneath them!). First: white cotton net, diamond-buttoned, over a billowing piqué petticoat. Second: white organza with a black taffeta sash and a narrow black dog-collar. All jewels from Mauboussin

DALI'S SURREALIST dream house at the World's Fair



OF all the amazing exhibits at the World's Fair, the most curious is Dali's Surrealist Dream House. Hundreds of thousands will see it and wonder at the strangely shaped *cabaña*, whitewashed in pale pink, decorated with golden balls and streaming hair, with sirens and sea-urchins' spikes. Thousands will walk through it, puzzled and perhaps amused, by the sprouting typewriter, the enormous, telephone-tipped eye. Thousands will roar with laughter, but the more erudite will recognize in the shape of the *cabaña*, and the deep-sea world inside, Dali's symbolic conception of the maternal complex, the dark, safe dream of an atavistic, watery world.

Through the spike-edged entrance there is a little hall, and through the next doorway, shaped like a giant hand, are the two huge show-cases that contain Dali's Dream World. One shows a lost city, a submerged Pompeii, dead but for three live mermaids who swim through flexible, rubberoid branches of trees, past long tendrils of typewriters. They swim past a writhing woman, chained to a piano, with the piano keys carved out of her rubberoid stomach; past strangely jointed figures that look like a mixture of Dali and Pinocchio and are Dali's salute to a fourteenth-century forerunner, called Bracelli, who drew the original designs for these figures.

The second show-case is not under water, but, like the first, it also is a dream world. On a mammoth bed, a live woman (no mermaid, no rubberoid) is lying, asleep and dreaming three dreams. Directly above her floats a Narcissistic conception of herself, endlessly repeated. Over her head is another dream—a diminishing procession of bicyclists, with polished, bone-white sea-stones on their heads. And at her feet, appears the third dream, the corridor that leads to Nightmare. Here, a double row of grisly, make-believe women, crowned with lobsters and girdled with eels, fades away into the distance. Like a movie serial that stops just as the tide is rising, this dream leads to Nightmare and ends on its threshold. That is the end of Dali's Dream World.



Inside Dali's Dream House—
an eye with telephone-tipped lashes

A seaweed-fringed piano
with a chained woman as the keyboard



Exterior of the Dream House—
an undersea cabaña, decorated with sirens



SALVADOR DALÍ interprets for us here the new alkali-greens, cyanide-violets, cochineal-pinks,



and sulphur-yellows that make bathing-suits loud splashes of colour. (DESCRIPTIONS ON PAGE 93)



HORST • CONDÉ NAST ENGRAVING

PIQUÉ AND LACE—together in a new suit. Add the hat for town dancing, omit it for country dancing. Hattie Carnegie; I. Magnin, California. Hattie Carnegie's "Brite Red" on her lips



BARRAGE OF FLOWERS on her white crêpe dress, a chiffon scarf instead of a wrap. Salon Moderne, Saks-Fifth Avenue. Guerlain's "Medium" on her lips. Robsjohn-Gibbings did the décor



Birad

Beach fantasies by Bérard

THE lively imagination of Bérard, famous French artist and designer, concocts these fantasies. He suggests.

- (1) That you tie your belongings in a hobo bandanna and sling it on a stick.
- That you wear a smock over shorts.
- (2) That you stow coins and keys in the flap-pockets of a stocking cap like a French Revolutionary's.
- (3) and (4) That you wear a trellis hat of straw with a dark bathing-suit—and hang it with flowers or leaves.
- (5) That you hide behind a Venetian mask of coloured Cellophane—alternate for your dark glasses.
- (6) That you motor in a linen duster equipped with leather suspenders, and a belt from which you sling your camera.
- (7) That you tie on your glasses with frivolous coloured ribbons to accent your complexion or your costume.
- (8) That you wear jewelled suspenders with a simple dress, and add a largesse of jewels at throat and wrists.
- (9) That you get some unblocked hat forms of rough straw and tie them on fetchingly with dotted foulard scarfs.





Monotone Make-Up—the new summer theme. Your cosmetics, brow to lip, one colour of varying intensities.
(First) Schiaparelli's Shocking—varying shades of mauve; Saks-Fifth Avenue. Emile of Fifty-Sixth Street coiffure.
(Second) Antoine's Sirocco—deepening tones of dusky-rose and the turbaned Sirocco coiffure; Saks-Fifth Avenue.



FERNAND AUBRY OF PARIS SETS A CHIGNON

TRICKS FOR THREE FACES

"I RATHER LIKE THIS LITTLE-GIRL LOOK"—Not the candy-box prettiness that makes the average woman say "Yah" in a derisive tone, but the delicate youngness that is expressed by transparent skin and crystal eyes. But here are a few "musts" indispensable to the little-girl look. You must use a foundation. The average skin needs that basic lightening to carry out properly the pastel theme. Avoid the round china-doll spot of rouge and ease it gently up to your eye, over to your ear, even delicately over your lids. Avoid over-enlarging your lips—the full, square, voluptuous mouth has no place in this category. Follow your natural contours. Trim your eyebrows, but don't annihilate them on penalty of looking mimsey. Use pastel nail enamel, please. As for your hair, in the surrounding pictures you see what Paris suggests: a bow-tied cluster, or corkscrew curls, which are pinned on as you see in the picture below.



RENÉ GAURRAUD DOES FINGER-CURLS

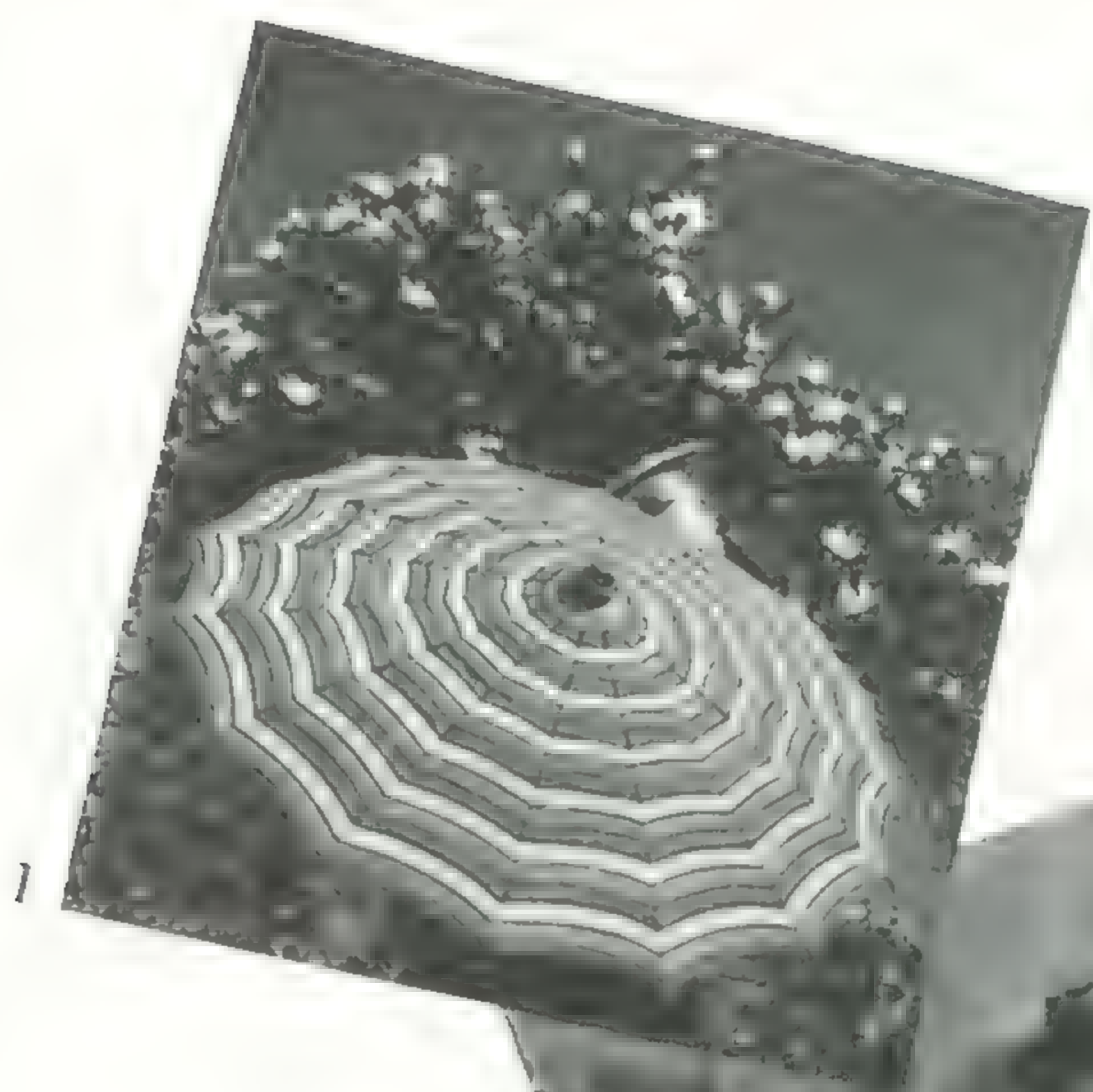
"I LIKE TO CUT A BIT OF A DASH"—Not the sloe-eyed *femme fatale*, but the striking, interesting, even angular kind of beauty. Then try a little cosmetic face moulding, a little experimentation. Get two shades of foundation and have yourself taught how to shade an excess of chin and nose. Try high-lighting your cheek-bones by using your deeper foundation under them. Get two shades of powder and use them exactly as you do your foundation—light powder to high-light, dark to make features recede. Be sure that your powders overlap by at least an inch, or you'll have a line, and always use your light powder over your dark, never vice versa. Leave your brows dramatically heavy—and cleave to bright lipstick. Exaggerate your lower lip and the width of your mouth. Try the restrained dramatics of an all-one-colour make-up, like those opposite. Your hair should be brilliant—protective oil or brilliantine will do the trick.

"I JUST WANT TO RELAX AND LOOK NATURAL"—But a "natural look" is not achieved by a mere haphazard omission of lipstick or eye-shadow. Start with a water-proof foundation. For your complexion colours, consult your skin tones only. Forget about high fashion colours. Avoid oranges and pinks, and stick to blood-tones, as far as your rouge is concerned. Have your powder a shade warmer, a shade deeper than usual. When applying cheek rouge, follow the contour of your cheek-bones faithfully, and blend outwards softly. (The sudden cessation of rouge is a dead give-away.) To fool the public, powder very gently over your lipstick, too—then the colour seems to be coming *through* your skin. Another trick—mix a little cream rouge with a spot of cleansing cream, and use it instead of eye-shadow. Sparkle, sparkle! Wring out (firmly) a bit of cotton soaked in skin freshener, and set your make-up by gently patting to remove excess powder. Have a casual baby hair-cut, and brush out sculptured curls to a shining halo.



BLUMENFELD

FERNAND AUBRY ADDS THE CLUSTER



1



2



3

PARASOLS, those inherently feminine accessories, are back. Back to shade all those new feminine fashions. If you have the instincts of a belle and can handle a parasol gracefully—carry one. But only on certain special, well-chosen occasions—such occasions as these:

1. For strolling in the country—a striped linen parasol.
2. For watching a horse or dog show—a dotted tie silk parasol that duplicates the hood-lining of the white silk dress.
3. For a garden-party, or a garden wedding—a blue-and-white organdie parasol. It shadows a grey crêpe dress.
4. For the races—an eye-shielding gingham sunshade.
5. For walking down Park Avenue on the way to a special lunch—a linen and cotton lace parasol above a tiny hat. The dress is of natural linen with cotton lace, too.



ANDRÉ DE DIÈNES

4

All parasols and costumes; Jay-Thorpe



5....Parasol and dress: Jay-Thorpe

PUT UP A PARASOL

Beautiful though bucolic



Dotted linen skirt and shoes, a linen blouse; Saks-Fifth Avenue

THANK Heavens for the real country woman. The young Diana who walks the fields with swift, unbroken gait, her dogs flickering in and out of the tall grasses, her hair carbonated with sunlight, her face flushed and clear with the sheer urge to live. But, sometimes, sometimes, this pastoral heroine doesn't do so well on closer scrutiny. And, certainly, she has no excuse to confuse casualness with sloppiness, relaxation with let-down. Nor has she any excuse for:

RUSTY-LOOKING HAIR. Regarding your hair, utilize the sun, but don't be its whipping boy. Never spend a day in the hot sun without a protective oil on your hair. Don't wash the life out of your hair, either. Try a soapless shampoo every once in a while, such as Ogilvie Sisters' Soapless Pine Shampoo. But, on the other hand, don't let your head go for too long, on the assumption that "the country is so clean." Brush and brush and brush out in the sun, to get rid of surface dirt. Use a reconditioning tonic while you do this, and let the sun's rays act as "hot towels."

SQUINT LINES. You can look like a caricature of an Idaho farm woman if you want—but, if you don't, your answer is cream, sun-glasses, and a big hat used in moderation. If you wear sun-glasses a lot and wear the new oversized ones, you can put an eye cream, such as Kathleen Mary Quinlan's, underneath them, where it will never show. If you don't wear glasses much, there's a cream called "Eye-Firm" that is awfully effective, and merely gives you a dewy look about the eyes. If your eyes feel dry, bathe them frequently with a good reliable wash, such as Oculav.

LAST SPRING'S PASTEL MAKE-UP. Even if you determine not to tan, the very nature of your life and locale is going to spread a golden, glowing film over your erstwhile pink-and-white face. So do put away your pinks and aquamarines, and search out the brightest, true-red lipstick you can find, and, if you want to be gay, bright blue eye-shadow.

SUPERFLUOUS HAIR. A depilatory, a razor, and a tweezer are of primary importance to the fastidious woman. But please don't use a razor on your legs and arms; razors, particularly those electric ones like Schick's, are fine for underarms, but use a depilatory (Zip is so effective) on your extremities, and leave your face *alone*. As for tweezers, get the best ones you can afford—poor ones don't catch and hold the little hairs firmly enough; consequently, they break off close to the surface where you can't get at them.

CRACKED HANDS. Certainly you garden, and, like as not, play mumbly-peg with the children, but hand rituals are so completely simple. Cream, cream, and more cream. Before you go gardening, simply dig your nails in soap (or nail white) before you put on your cream-impregnated gloves. Or, if you prefer, put on a good lotion, like Barbara Bates', under your gardening gloves. (Continued on page 86)

Prettiest girl on the block

AND Thank Heavens for the City Mouse, too. The svelte and *soignée* heroine who stays in town—usually for economic or matrimonial reasons—who gladdens up the deserted grey pavements with her cool, slim figure, who makes a giant party out of the assorted waifs and strays also stuck in town. Pæans of praise on her sleek head, her cool hands, her rippling humour that cuts the humidity like a knife. But the City Mouse, too, can succumb to the lack of audience that keeps her on her sartorial toes all winter. She, too, can use the heat as an excuse for let-down, and these are *her* bugaboos:

HUMIDIFIED MAKE-UP. Caked powder, melted lipstick, smudged eyebrows—these, coupled with a damp coating of soot, are the great unallurements of summer-in-the-city. To battle this, cleanse your face four or five times a day—always applying a fresh foundation. Now is the season to use a cool liquid powder base, such as Frances Denney's Bois de Rose. Now, too, is the time for your clearest pink make-ups, your coolest blue eye-shadow. Avoid hot reds and oranges, as you would a fur coat. Be very picky about your eyebrows, keep them cleanly outlined, and carry your make-up right down your powdered arms to your cool, pinky nails. Be as delicate and fragile in your complexion colours as your skin will allow. Use swan's-down puffs—and lightly. Carry lip tissues with you everywhere, cleansing pads, and a small bottle or flacon of toilet-water.

MIDDAY LET-DOWN. When you start out fresh in the morning and, after lunch, wish you could tell the fruit in the ice-box to "move over," stop in at one of the salon houses and have a cool-off treatment. Dorothy Gray has just such a frosty routine that really sends you out feeling fresh and sweet, and ready to combat blanketing heat. It includes a foot treatment, shower, and eau de Cologne rub-down, a fresh face make-up and treatment, and finishes off (what a *good* idea) with a glass of Vichy Celestins.

DROOPY COIFFURE. Blame it on the humidity, perspiration—but chiefly on lack of initiative. If your hair sags gloomily down your neck—cut it off! If you're not the type for the short cut, then pile it high. But no bird-cages, please. A bumptious bunch of curls piled hotly on your pate does not look cool. Have a good hair stylist sweep it up for you in shining, clean-cut strands. Keep your scalp immaculate—with summer's slower pace, you'll have time to give yourself treatments. Have your hair set with a perfumed friction. Methodical brushing makes for manageable hair, and use a dressing to keep the ends fastidiously in line.

HEAVY PREPARATIONS. Put aside until autumn your winter emollient grown sluggish in its jar, and use lighter creams especially made for summer, such as Dorothy Gray's Hot Weather Cleansing Cream. (Continued on page 89)



Cool white crêpe. Best; Neiman-Marcus, Dallas. Sally Victor hat



DE MOLAS

LET HOT WEATHER COME

Terse black-and-white dots, as sensible in hot cities as stops in a telegram. Long silk coat, short-sleeved dress. A not-so-slim woman can rely on that vertical panel to guide the eye up and down. Shady black baku hat. Both at Milgrim



Cool corn-husk yellow dots look very new on a navy-blue crêpe dress, from Henri Bendel's French Ready-to-Wear Collection. Continue their coolth with a yellow hat and a chiffon-kidskin bag with mock tortoise frame. Also from Bendel



VOX POPULI

EARLY this spring, *Life* came out with a double spread of photographs of Mrs. Franklin D. Roosevelt taking lessons in voice and speech from a Mrs. Elizabeth von Hesse. "O Columbine!" Mrs. Roosevelt was intoning in one picture, according to the caption underneath, "Open your folded wrapper where two twin turtle-doves dwell." And Mrs. von Hesse, in the same caption, responded winningly, "How about those tossing t's, Lady Eleanor?" Columbine, in this instance, turned out to be a flower, not a dame, but a good many readers did not know that, and this somewhat unusual patter between the First Lady and her mentor caused a number of irrelevant cracks to be tossed around like so many t's.

It would be a mistake, however, to be flippant about the encouraging fact that Americans in general have become conscious, in the last few years, of their faults in voice and diction, and are doggedly working to improve the American way of speech, which has long been notorious as one of the most slovenly in the world. Teachers of speech explain this new interest, and the consequent boom in their business, by pointing out that the world around us has at last become completely articulate—mainly because of the radio and the talking pictures.

Americans—and particularly American women, who go to the movies and listen to the radio more than men do—are constantly hearing gifted and finely trained voices speaking in accents which fall pleasingly upon the ear. If every one on the radio and screen were perfect, the teachers hasten to add, the effect would be less healthful on American speech as a whole, since the ear becomes quickly accustomed to perfection and is then apt to take it for granted; but, fortunately from one point of view, a speaker occasionally pops up on the air or in the movies who commits every possible fault of tonal quality and diction, and the listener's ear, grown used to lovely sounds, is shocked. "Why," he (or more probably she) reflects, "that sounds *terrible!*" As one teacher put it, "Hearing bad speech is sometimes more helpful, as a warning, than hearing good speech as an example."

Another, and perhaps more practical, reason for the present eagerness of American women to

correct their speech is, of course, the ever-growing activity of women in business and in public life, and the increasing demands upon them to make speeches in public, or at least to speak with authority and grace to the people with whom they must deal in the course of their careers. This last is so important that many department stores, oil companies, and other large organizations send their executives regularly to one teacher or another for instruction in voice and diction.

Courses in speech in to-day's schools are a far cry from the old-time elocution lessons that required the pupil to recite, with gestures, such bonbons as,

*It was the time when lilies blow,
And clouds are highest up in air,
Lord Ronald brought a lily-white doe
To give his cousin, Lady Clare.*

Two present-day methods that are interesting to contrast are Miss Fanny Bradshaw's course at Miss Spence's School, and the course conducted at Barnard College by Mrs. Mary Morris Seals and Dr. Henry Lee Smith, junior. Barnard and Miss Spence's are both in New York City, but the difference in the student bodies and in the methods of teaching them could not be greater if they were a thousand miles apart. Nearly all the girls at Miss Spence's live, and were perhaps born, in the Mayfair section of Manhattan—a region bounded severely on the West by Park Avenue (between, say, Forty-Seventh and Ninetieth Streets) and Fifth Avenue (between Sixtieth and Ninety-Sixth Streets), and on the East by certain slopes of the East River. They all talk alike, using the swallowed "a" and the soft "r" (as in "Fawthuh" and "wawtuh") that are acceptable, are even required, in those districts. Later, when they come out in New York society, when they, presumably, marry New York men of their own position and standing, they will be surrounded by the same accent, and Miss Bradshaw sees no point in changing it; but she is death on the lazy jaw, the breathy voice, and the monotonous inflection that frequently go with it. To correct these, she gathers her pupils, all looking as cute as buttons in their smart little suits or sweaters and skirts, in a corner of the assembly-room

At last, happily, Americans are trying
to change their voices

By Margaret Case Harriman

-AND SHAME ON IT

and directs them to read aloud, in chorus, such excerpts as the following, from *Murder in the Cathedral*, which fall starkly from their rosy lips:

*We have seen the young man mutilated,
The torn girl trembling by the mill-stream.
And meanwhile we have gone on living,
Living and partly living....*

In this exercise the word "mutilated," for example, must not sound like "mewdulayduh," which is a not extreme version of the way a good many fashionable New Yorkers pronounce it; neither must it be so precisely enunciated as to sound affected. Miss Bradshaw, who is a cousin of Cornelia Otis Skinner's, and was once on the stage herself, is alert against any diction that even faintly resembles the oratorical, or hammy. To relax her pupils' jaws and tongues, and to improve their breathing, she puts them through a series of rapid exercises that often leaves them collapsed in helpless protest; but, by that time, the protest comes from the diaphragm, you bet, where it belongs. Miss Bradshaw is a great believer in relaxation as an aid to good speech. One of her adult pupils, in the courses she conducts outside of Miss Spence's, is a woman novelist who comes to her weekly in such a state of tenseness from concentration and overwork that she can only gasp and make thin sounds when she tries to talk. Before a word has passed between them, Miss Bradshaw gives her a cigarette and a glass of sherry, and simply lets her unwind.

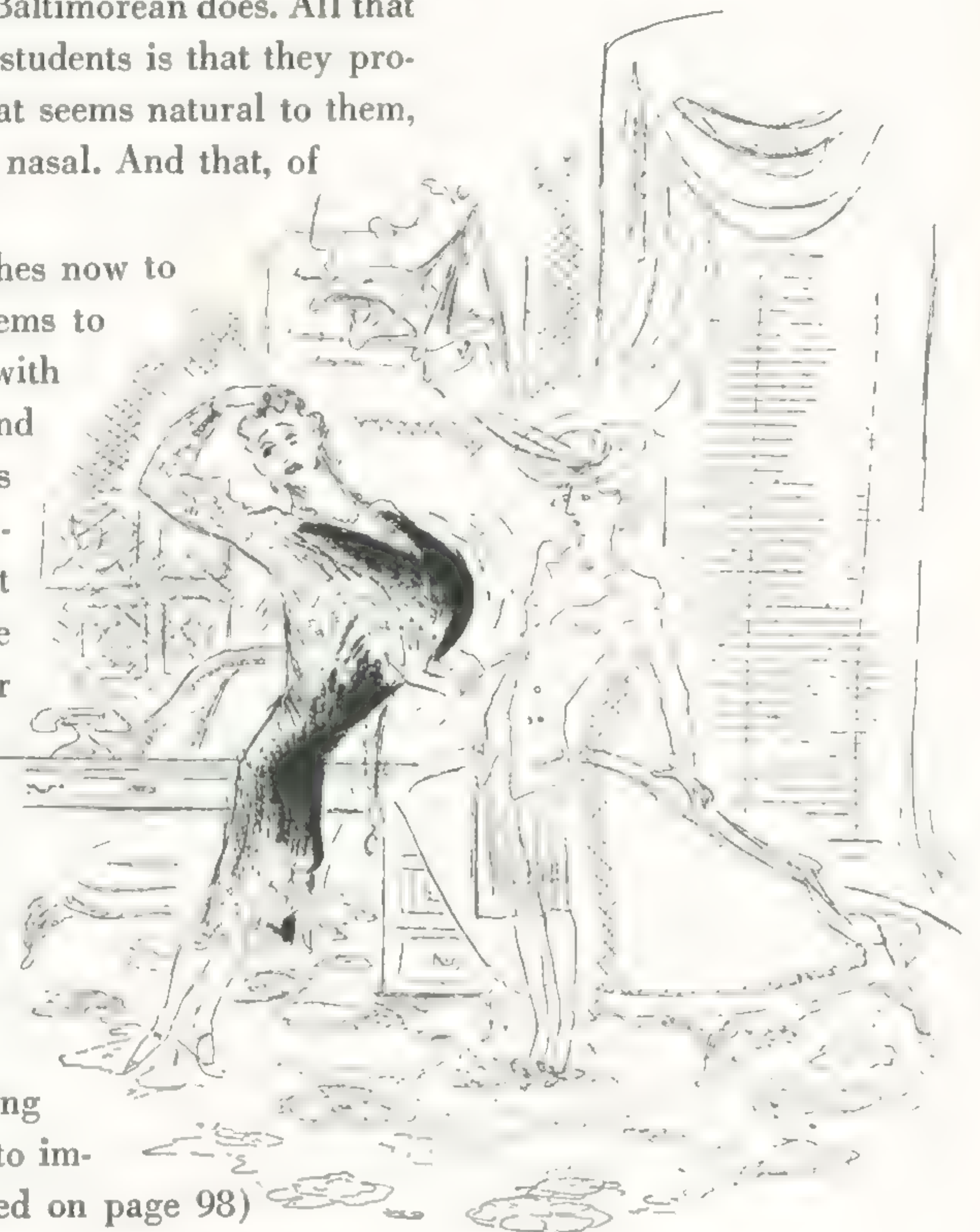
Barnard, in contrast to Miss Spence's, where the girls all talk alike, is presented with a problem in the very way that the name of the college itself is pronounced by the girls who come there from all over the United States. A student whose home is in the Middle West calls it "Bar-r-nerd," another from the Deep South will say, "Bownid," the first syllable pronounced as in "how." Girls from New England call it "Baahnahd," and students from the west side of Manhattan, from the Bronx, and from Brooklyn have a curious name for it; they call it "Bonnet."

Barnard deals tolerantly with these varied accents. It is Mrs. Seals' and Dr. Smith's notion that a Barnard girl should be taught to speak according to

the best usage of the district she lives in, whether it is in the Bronx or in Nebraska. No uniform standard of speech is possible, they will tell you, in a country as big as the United States, and they shrink from sending a Barnard girl home with an accent that her family and friends might consider phony. As one colloquial but sincerely grateful Barnard student of speech once explained, "Barnard doesn't want their girls put in the position of being kidded the pants off of."

A Barnard girl from Nebraska, or from certain parts of upper New York State, who says "watter" for "water," and "cary" for "carry," loses no caste with Mrs. Seals and Dr. Smith. Mrs. Seals, a charming, red-haired woman, is a Southerner and talks that way; she speaks of "Bownid," and calls the girls who study with her something which can only be suggested here as "the gi-yuls." Dr. Smith, who is young and pretty fascinating, is a Baltimorean and speaks like one, except that he does not call his home town "Baltimer"; he says that no true Baltimorean does. All that these two instructors ask of students is that they pronounce words in the way that seems natural to them, without making them sound nasal. And that, of course, is the catch.

To any one who wishes now to complain that this piece seems to be concerned exclusively with accent and pronunciation, and ignores such essentials as proper breathing, tonal quality, and voice projection, let me murmur that it will have to be that way. Exercises for improving the voice can not be described on paper (unless you want to read a lot of paragraphs beginning, "b'duh, b'duh, b'duh," and "p'tuh, p'tuh, p'tuh," and "hmmmmmm," and even "HAW"), and the best thing for you to do, if you want to improve the quality (Continued on page 98)





HORST

THE GREATEST RÔLES OF

JUDITH ANDERSON has the rôle of her career in "Family Portrait," that important and simple play about Jesus that reveals Him only through the emotions of His Family. Slow, quiet-voiced, homely, Miss Anderson plays Mary with a superb tenderness, refusing to be as sweet as a Murillo Madonna; hers is Mary with a spine of steel and an encompassing maternity.

Before this, Miss Anderson has rolled through plays ever since she came from Australia, hoping to be an ingénue. Instead, she found herself a success, mainly because of a borrowed yellow satin dress, in "Cobra," the forerunner of parts notable for their exoticism, their sophistication, and sometimes their Theatre Guild intellectuality. It was not until "Family Portrait" that Miss Anderson warmed, making Mary, the Mother of Jesus, her own great part, hers much as Queen Victoria belongs to Helen Hayes.

TALLULAH BANKHEAD has the part of her career in "The Little Foxes," that distinguished exhibition of playwriting about a family of Southern industrialists, mean with a money hunger. Quick, tense-voiced, beautiful, Miss Bankhead plays Regina Giddens magnificently, with a sweeping wickedness of ambition. Before this, Miss Bankhead has skittered through plays, relying on her burnt-orange voice, her exhibition of Tallulahisms. Enchanting London with them, she twirled through a succession of incredibly glassy plays, fizzing brightly, creating nothing.

Then six years ago, she returned to New York, with most of her fizz gone, almost too bored to act. It was not until "The Little Foxes" that she got down to business, exhibited her superb acting fire, making Regina her own great part, hers much as Elizabeth Barrett belongs to Katharine Cornell.

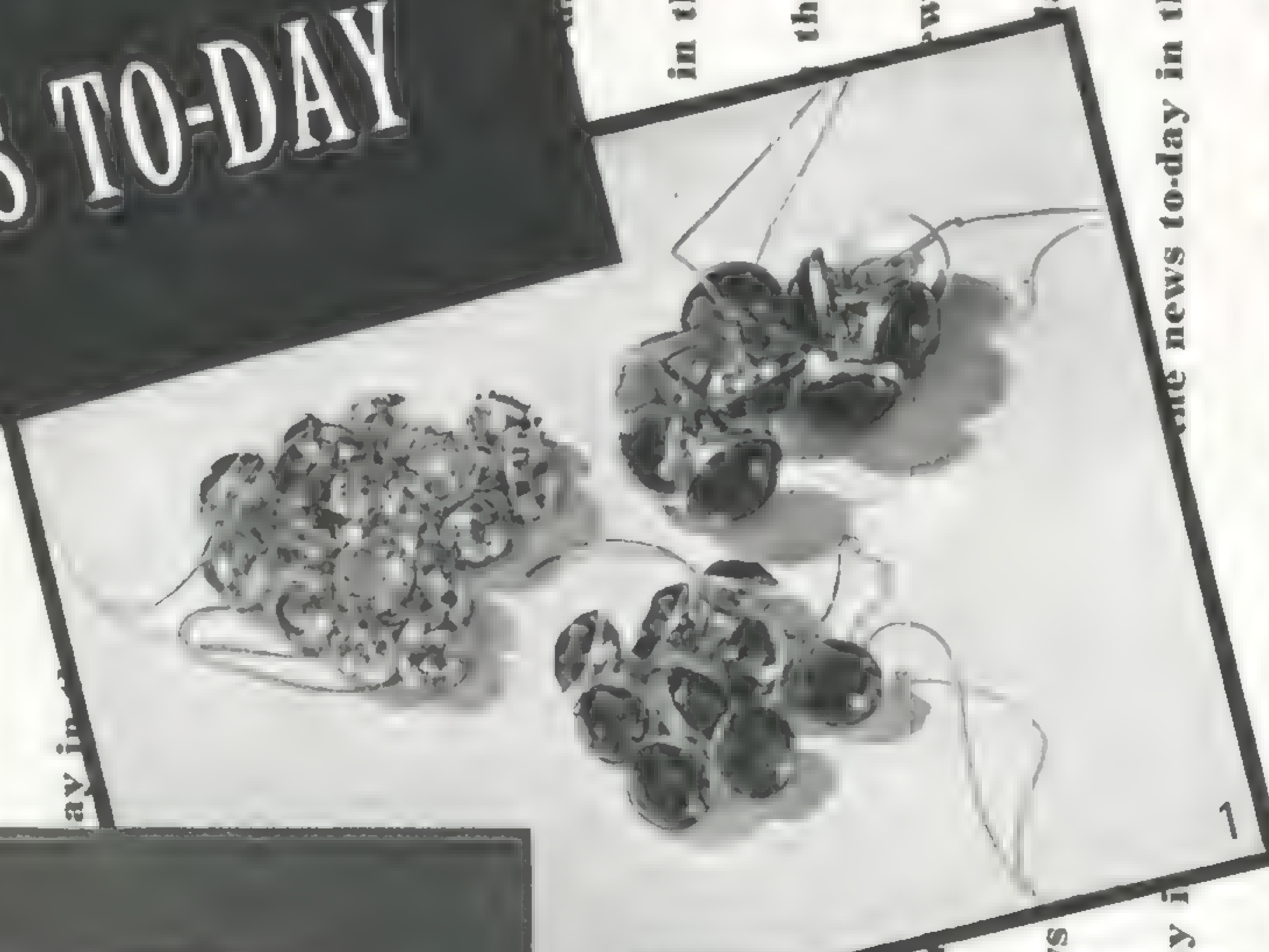
THEIR LIVES



HORST



IN THE NEWS TO-DAY





1. Old buttons become news. Olga Tritt, collected in Europe old semiprecious buttons that people are sewing on suits or blouses.
2. Bloomers are back. These tobacco shantung pyjamas have legs woven with "Lastex," so that you can blouse them up around your knees or down around your ankles. Wear them with leather thong sandals and a giant cart-wheel. Hattie Carnegie Ready-to-Wear.
3. and 4. Bows at the back of your hair are in the head-lines. Clients want them, says Miss Jessica, at Bergdorf Goodman, for day wear, for evening wear, with hats, without hats.
5. Now, at "21," radios are brought to your table, as well as telephones. Listening: Mrs. Whelan Currier, Mr. Charles Baskerville.
6. Mlle. Eve Curie likes not only America, but American sports clothes. On her trip here, she bought, among other things, this red-and-blue jockey shirt from Saks-Fifth Avenue.
7. Newest member of the turban family—a high one of striped Algerian silk—worn with a bag to match. Mrs. Sherman Jenney got it from John-Frederics. The silver necklace, copied from Guatemalan jewellery, is from Paul Flato's new department of whimsy.
8. Muriel King dug back four thousand years or so for ideas from Minoan art, on the island of Crete, for these summer evening dresses. A palace fresco inspired the red flannel bodice, tightly hooked-organza guimpe, skirt of McBratney blue linen. Like a gold-and-ivory figurine is the next dress, worn under a boned and hooked bodice of Stevenson's gold-yellow linen, with a Minoan design hand-enamelled in white. The dress is of ivory-white linen, with circular stripes of yellow linen. From Bonwit Teller.
9. Mme. Artur Rubinstein, another visiting foreigner touring America with her pianist husband, chose these American clothes at Hattie Carnegie's: blue flannel jacket and slacks, blue-and-white shirt, white shell necklace, butterfly clips, mesh turban.

THERE is an at-long-last treatment that does more for your morale than a new beau—that makes your hot, splintered feet feel as if they had been bathed in ice-cream. Here is a foot treatment extraordinary that Madame Rubinstein, famous for her sane knowledge of beauty, places well up on her list of summer beauty essentials. And summer has arrived, for already your heels are sinking into melted asphalt, and gravel stabs at your harrowed soles. You enjoy this Foot Masque treatment, which takes a full delicious hour, in the dim beauty of Helena Rubinstein's cool salon at 715 Fifth Avenue.

First, you are stripped of shoes and stockings and given five minutes of pleasant corrective exercise under the doctor's direction. Then, your feet are gently washed, and rinsed in a pungent pine rinse. After this, you stretch out, utterly supine in a quiet, twilight room, while cool-fingered operators massage your poor crippled legs and feet until every muscle purrs, and you sigh yourself off to sleep like a tired child, dreaming that you are dabbling your toes in rain-clouds.

Then comes the Masque. Over your relaxed extremities goes a creamy white paste, and a cool breeze plays around your legs. Actually, there *are* properties in this Masque that cool—and the extraordinary thing is that your legs and feet actually *stay* cold for three to four hours after. Puffiness disappears, memories of your fair marathon, burning feet, aching legs recede dimly into your iced dream. When you finally leave, your feet are practically swimming in your shoes, and every toe eager for the dance. For hectic ladies, Madame Rubinstein has made it possible for you to have this treatment simultaneously with a coiffure or a facial—but, personally, we recommend such a delicious (almost sensuous!) pleasure as an isolated ritual, knowing of nothing that will refute so effectively summer's temper and temperature.

MASK YOUR FEET





MASK YOUR FACE

WHO would expect to be made beautiful by looking curiously, but not unattractively, like a planetary woman (Venus, say)? Who would expect actual benefit from a luscious swathe of pastel satin? Who would expect to find such an amusing piece of *chichi* responsible for such down-to-earth benefits? This is the Inspiré Mask, which utilizes electricity (thermostatically controlled) and infrared ray to cleanse and refresh your skin. You may use it with or without a cream, for the mask is lined with medical silk that can be washed with alcohol—either way, your facial tissues will tell a tale! The heat is so gentle and even that there is no sudden rush of blood to the surface, endangering the tiny blood-vessels. Bonwit Teller has the Inspiré Mask; and Carlin Comforts, the dreamy pillows.



1. RUSSEKS



2. DRESS AND HAT FROM MACY'S

TONI FRISSELL



5. MACY'S

YOUNG IDEAS: THE WAY TO WEEK-END

WEEK-END invitations are pouring in? You'd like a wardrobe that will give you a whirl *anywhere*? You hope to use one medium-sized suitcase, and one *small* budget. Here is Vogue's five-star recipe (four out of five *wash* as nicely as they whirl!).

1. First, *the* evening dress for a yacht-club dance: sail-white piqué, with a gold-star-buttoned jacket. It's a Kalmour dress; toll only about \$30. Hoist lots of gold jewellery.
2. For Sunday lunch, and cocktails on the terrace, white piqué again (and again, use that gold jewellery); little pearl buttons. Ah, youth! It's under \$14. Large straw Breton.
3. Take the train down in a cool, free stride: full, circular checked rayon coat-dress, blue-and-white. The ticket reads about \$20. (Wear a navy-blue rough straw sailor.)
4. Whether or no you golf, you'll find plenty of action in this well-cut, two-piece hopsacking dress. It's olive green, with white dots embroidered on the shirt. Only about \$6.
5. For a cool, lazy breakfast: a pink-and-grey striped house-coat of Sanforized cotton, with a pink string belt. Lovely to look at...and you can't see *through* it. Around \$15.



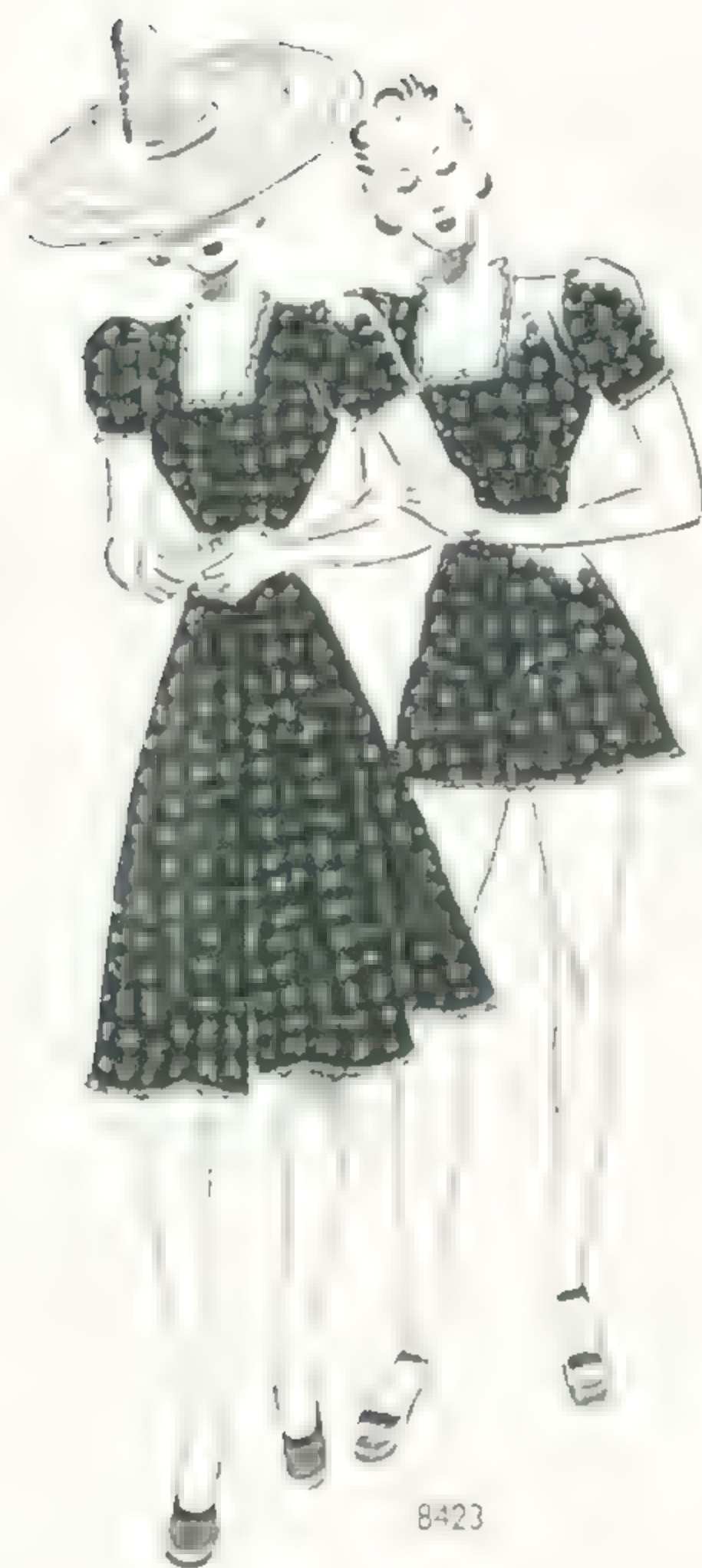
3. MACY'S



4. ALTMAN

MAKING FOR THE COUNTRY

DESIGNS FOR DRESSMAKING



- Play happily all summer in these new designs you can run up quickly:
- Play in Suit No. 8423. For a quick-change act, button the flared skirt over it. Pick a china-blue and white cotton print, white rickrack edging. It is "Easy-to-Make," designed for sizes 12 to 20; 30 to 38
- Spend your mornings in No. 8045, a shirt-waist dress made newly provocative by bishop sleeves. Silk shirting or broadcloth in cool, dull shades are your mediums. "Easy-to-Make," designed for sizes 12 to 20; 30 to 46
- Sail, lounge, and even dine in Slacks No. 7519, with a pull-over sweater-blouse, No. 8420. Make both of dazzling white sharkskin. The slacks are designed for waist sizes 25 to 36; blouse, for sizes 12 to 20; 30 to 40
- Work on your tennis form in No. 8424, a white piqué princesse dress that bares your knees. There are panties underneath; a bolero to slip on after the game. It's "Easy-to-Make," designed for sizes 12 to 20; 30 to 38
- Golf and bicycle in No. 8399, a culotte shirt-waist dress of giddily striped cotton. Designed for sizes 12 to 20; 30 to 40
- Do your beachcombing in Bathing-Suit No. 7385; make it of gingham in your family plaid. The little box-pleated skirt gives it a "kiltie" look; the neck-line is fair and square. It is designed for sizes 12 to 20; 30 to 40



Back views are shown on page 104

Helena Rubinstein shows you how to protect your beauty this summer!



You cannot afford to let summer sun and wind ruin your beauty. Weatherbeaten skin looks dull and old, but you can prevent it! Helena Rubinstein, who knows every climate under the sun and its problems, has created special summer preparations to keep your skin clear, radiant, young-looking, free from sun-lines, squint-lines, crow's-feet and dullness. Follow this beauty care for a beautiful, care-free summer!

FOR OUTDOORS—Helena Rubinstein's wonderful new creation, Sunproof Cream will make you beautiful, besides protecting you from burning sun-rays. A marvelous powder base, giving your skin a luminosity, a beautiful finish that keeps make-up fresh all day long. One coat if you want to tan; two coats if you wish to stay fair. Keep two bottles of fragrant Sunproof Cream at hand—men and children need it, too! 1.00

Mme. Rubinstein's famous Sunburn Oil, 1.00

FOR IMPORTANT EVENINGS—play in the sun all day, and be glamorously beautiful at night! Begin your make-up with Helena Rubinstein's Town and Country Make-up Lotion. See how flattering it is to your complexion, what a soft radiance it gives. Your skin looks fine-textured, delicate, young. Your make-up stays fresh for hours through dancing, motoring. Town and Country Make-up Lotion helps conceal fine lines and blemishes; helps to counteract the drying effect of summer heat. 1.50

The perfect glamorous finish to your make-up is Mme. Rubinstein's Moisture-proof Face Powder. It clings for hours, and is scientifically treated to protect the precious inner moisture of your skin. In flattering, scientifically tested skin tones. 1.00 to 7.50

Available at all smart stores and Helena Rubinstein salons

SPECIAL SUMMER BEAUTY TREATMENT FOR TOWN OR COUNTRY

AT NIGHT: Cleanse, soften and freshen with Herbal Cleansing Cream Special. Its velvety smoothness softens weather lines, keeps skin clear, radiant. 1.50 to 7.00

Protect your beauty overnight, keep it from being sun-dried with Novena Night Cream to keep it soft and free from lines. 2.00 to 21.50

IN THE MORNING: Wake up your beauty; give it a glowing, lasting radiance with Skin Clearing Cream. You'll look better all day. 1.00

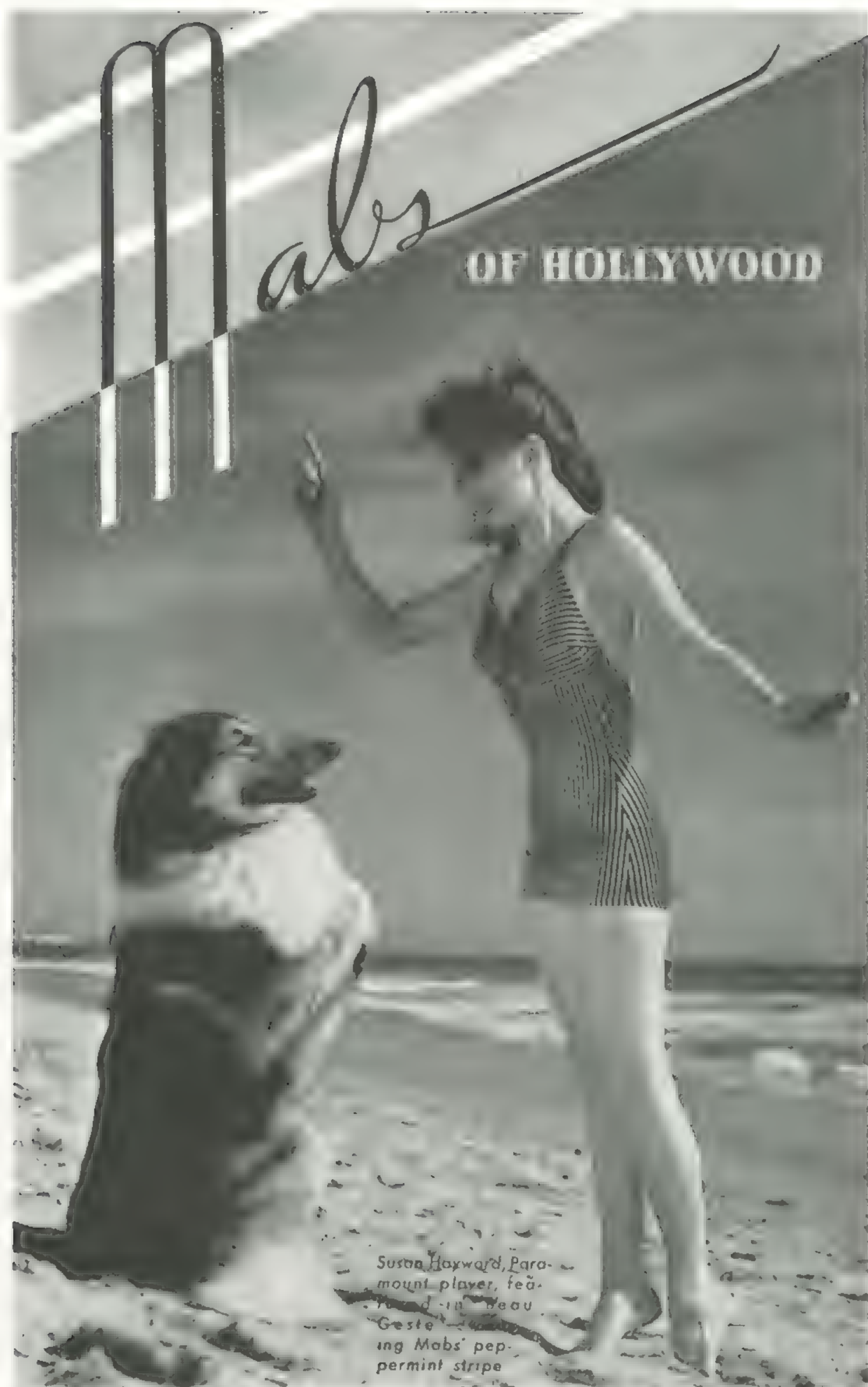
After cleansing and before make-up, use the cool refreshment of Anti-Wrinkle Lotion to help save you from sun-lines and squint-lines. Use it, too, whenever you have time, on compresses over your eyes. Soothing and protective! 1.25

After your bath, rub down with Sachet Cologne, the remarkable new body-rub, deodorant and icy-cool cologne all in one. Leaves your skin cool, fragrant and smooth dusted with fine silken powder. 1.50

Helena Rubinstein

715 FIFTH AVENUE • NEW YORK

SALONS: PARIS • LONDON • BOSTON • CHICAGO • SAN FRANCISCO • TORONTO • MELBOURNE



Susan Hayward, Paramount player, featured in "Heavenly Creatures" wearing Mabs' peppermint stripe

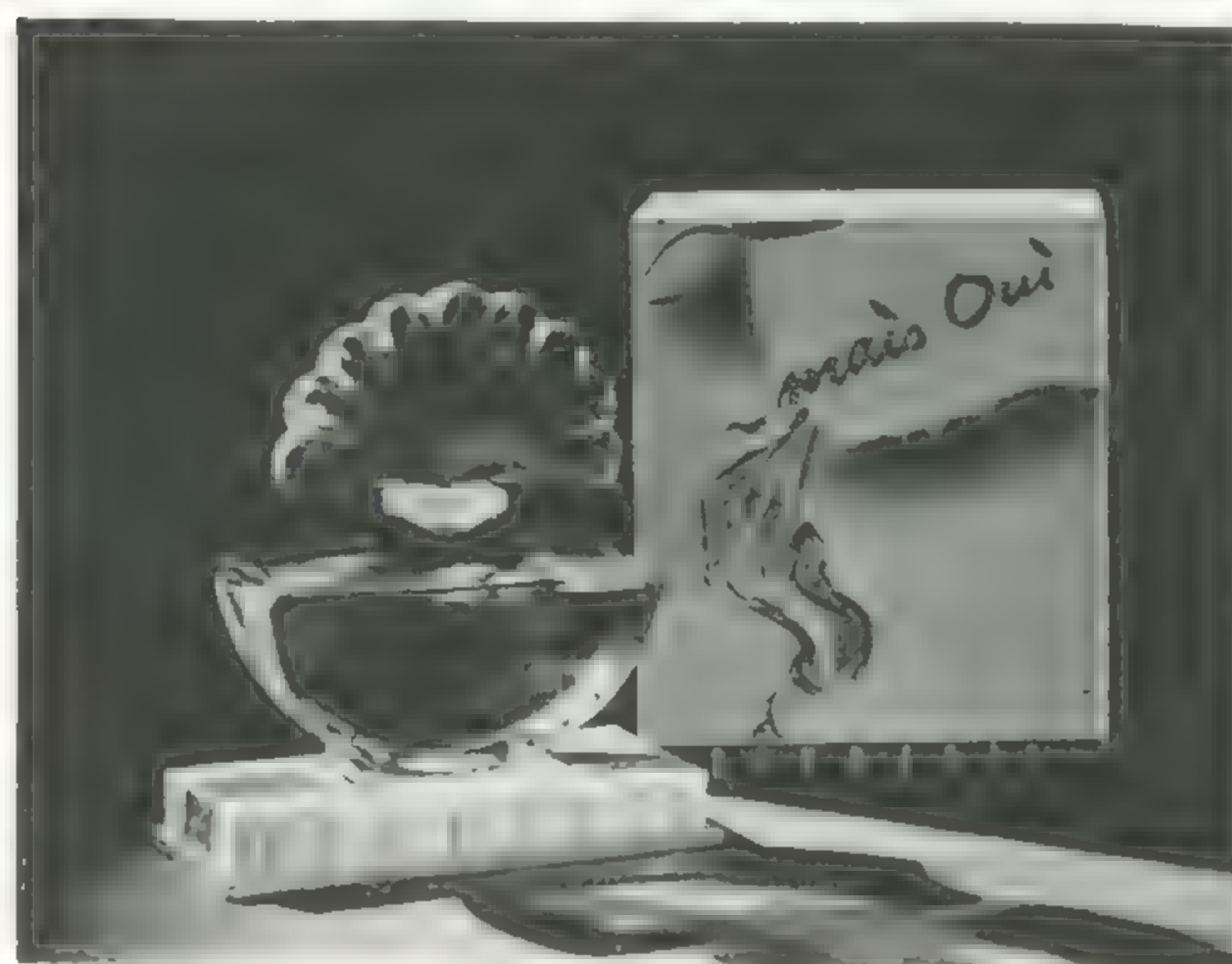
"Stars in Stripes"

—not only stars in the film colony, but smart women and debs everywhere are choosing MABS' new lastex swim suits—ingrain stripes, and otherwise, in more than 30 colors and exclusive designs—all yielding that incomparable freedom and body control that are the result of MABS exclusive and patented "secrets" in construction—suits chosen by the stars because they are right for women everywhere

IN NEW YORK, EXCLUSIVE WITH BEST & CO.
And at Other Distinctive Stores Throughout the World

MABS - HOLLYWOOD, 1024 SANTEE ST., LOS ANGELES

DISCOVERIES IN PERFUME



HIRSCH
Gay, flirtatious—a touch irresponsible is Bourjois' dulcet new perfume, "Mais Oui." A light, but pertinent fragrance, caught in an elaborately shaped bottle

JUST to meet that lighter mood that spring conjured up, Bourjois offers "Mais Oui," an enchanting perfume that blends sweetly, appealingly, into the warm-weather picture. For that's the moment when you need a scent expressly created to radiate a fresh, cool, almost sharply sweet fragrance. This you may now do from head to foot, for, as companion-pieces for the perfume, Bourjois has produced "Mais Oui" Eau Parfumée, talcum, and bath powder, rouge, lipstick, and face powder.

Both the rouges and face powders come in a competently thought-out range of colours, allowing you to run the make-up gamut from pastel to profound. The Eau Parfumée is a fragrant, clean-cut shadow of the perfume, and, no doubt, you'll practically bathe in it these warm, sticky days. We consider these fine hot-weather combatants—which belong in the bathrooms of all stuck-in-the-city-for-summer girls.

Summer is certainly the open season on Eau de Cologne, the season when you wallow, bathe, almost immerse yourself in the fragrant waters, and, as a rule, add a slight (but worthy) strain on the exchequer. However, just to break the rule, D'Orsay is having a sort of special (financially speaking), just for the month of June, on two of their Eaux de Cologne. Eau de Cologne 90° is a sweet, sharply clean fragrance that won't interfere with your more elaborate perfumes. And Eau de Cologne Ambrée is so pleasant, so different, so full of scented atmosphere that we tend to place it in the perfume class for summer.

Aphrodisia (that's all right, every one jumps at the name) has brought out a bath oil that is as delicious as the very delicious perfume. Bottled in the same exquisitely simple shape that holds the dramatic scent, it is our idea of the sybarite's delight. A really unusual and rarely beautiful fragrance for real beauty connoisseurs. Aphrodisia is the prodigy of Fabergé.



Houbigant presents, in limited edition, their most recent importation, "Demi-Jour." A deep, smoky, twilight perfume, in an iridescent flacon and an ombré case



FOR YOUR NEW SUMMER COMPLEXION

"Fair Enough"

Stay as fair as you please this summer or tan a golden brown. Keep your fair white skin or decide to just what degree you wish to tan and then maintain that degree with the aid of Miss Arden's incomparable Sun Preparations.



SPORTS GELÉE—The newest of all sun essentials to help you tan beautifully. It may also be used as a powder base; if you wish to shine smartly in the sun use powder sparingly \$1.50

INVISIBLE SUN-PRUF CREAM—A cream to regulate your tan, depending on the thickness and frequency of application. Also a perfect powder base. Its invisibility makes it eminently practical for men as well . . . \$1.00

SUNTAN OIL—A delightful "non-sticky" oil to lubricate your skin and keep it soft while tanning naturally; in two shades, honey and café 75c to \$3.50

EIGHT-HOUR CREAM—To be applied after exposure to the sun or wind to cool the skin. Also excellent for sun-dried hair \$1.50 and \$2.50

PROTECTA CREAM LOTION—Miss Arden's heavier cream lotion to help keep your skin from tanning or freckling when used as directed \$2.00

STOP RED AND SKY-BLUE PINK—Miss Arden's newest make-ups for summer. They include her lovely new warm-tinted Illusion and Cameo Powders. Miniature Stop Red Colour Harmony Box, \$3.50. Sky-Blue Pink Colour Harmony Box, \$5.75. Two Powder Box containing both Illusion and Cameo \$3.00

Elizabeth Arden

WORTH KNOWING WORTH REMEMBERING

WORTH
PARIS

EAU DE COLOGNE

*Exquisite... Luxurious... Refreshing.**Bottled by Lalique. Stopped with
the frosted stars of Worth—Paris.*

7.50...4.50...2.50...1.50

AVAILABLE IN JE REVIENS,
DANS LA NUIT AND
THE NEW IMPRUDENCE

BEAUTIFUL THOUGH BUCOLIC

(Continued from page 68)

MEDIOCRE COIFFURE. The country, of course, is the perfect place for the casual baby hair-cut. You can look after it easily yourself, and it isn't swooping hotly on your neck. Do it yourself! After you've washed your hair, set it, perhaps with a speedy cream set, such as the Ogilvie Sisters suggest. Twist your tendrils into place, pin them with invisibles, and cap yourself firmly. If you have an uncomfortable memory and can't quite remember whether the Watsons said they would drop in for tennis to-day or to-morrow, one of those long fish-net scarfs (you can get them at Bonwit Teller) will wind decoratively around your plastered head, and make the whole thing look intentional and deboudoirized. If no Watsons, take off your turban and let the wind and sun dry your hair more loosely.

SUN-BAKED SKIN. This is fraught with very serious possibilities—a fact which we have trouble impressing on the younger element—who, with their God-given powers of recuperation and skin resilience, snap back to normal in the face of all our admonitions. But, borrowing from the Cautionary Tales, the day will arrive very suddenly when your skin won't snap back, and you'll spend some pretty agonized seasons regarding a tough, leathery, heavy epidermis which you are forced to admit is your own. Never, never, never go out in the noonday sun without a protection. If you object to an oil, use a lotion, or vice versa. Primrose House, for instance, offers you both—the lotion acts as a make-up base, as well, and the oil is perfect for a shiny make-up. Be very careful of the nape of your neck and your shoulders and knees.

CRAGGY NAILS. No excuse for these while there are good manicure sets available, such as one by Barbara Bates, which will stand you in good stead all summer. If your nails tend to dry, do wrap them in little oil-soaked bits of cotton while you are sun-bathing, and use only a light emery-board for shaping. As for polish (and *please* give your toes the same treatment as your hands), there are some perfect new shades especially worked out to intensify your tanned extremities. Revlon's Amoa Red is one of these. However, if you are going to accent your tan (and you can do it this way, too) by leaving your nails natural, then you must buff and buff (and blow your house down) almost to the exclusion of all other athletics.

EXCESS WEIGHT. That probably bewilders you, doesn't it? You, who are so vitally active, who bend and stoop a-weeding, and stretch for the ripe rosy peaches. But you forget your lazy days, when you continue to eat on a ratio with your most vigorous days. A two-day cleansing and slim-making diet twice or even three times a month will do you worlds of good. And here is one which we filched from the Richard Hudnut Success School.

Two-Day Diet.

- 8:00 Wake up and drink three glasses of water.
9:00 Breakfast. Two whole oranges; eat the thin white skin, too. Black coffee.

11:00 Eat two whole scrubbed carrots with skin.

1:00 One cup of either "Savita" or "Vegex" bouillon, or one bowl of clear vegetable soup (no meat stock). One whole tomato. One whole pear.

3:30 One whole tomato. Two whole oranges.

6:00 One whole grapefruit on one-half head of lettuce with mineral oil dressing, made with lemon-juice and dry mustard. Six stalks of celery; eat the leaves. One cup of vegetable bouillon or clear vegetable soup.

Bedtime: One whole orange.

AFTERNOON OFF. Now suppose, for instance, your husband or family are deserting you for a morning or afternoon. Or, even for a whole day. This is the dream time to make hay. No ridiculing voices. No "What have you got all that stuff on your face for?" No yelps of fright from your child, who has never heard of a masque. Pull yourself up early in the morning, fall into a sun-suit or bathing-suit, and filch a breakfast tray from the pantry and pile it up with the following: one manicure set, one little bowl of oil, one buffer, two halves of a lemon, a tube of depilatory, a dry or oily skin cream (depending on you), a good sun cream or liquid, dark glasses, a box of cleansing tissues, a nice fat wad of cotton, tweezers, magnifying-glass, eye-pads, if you have them, and a bottle of astringent or skin freshener. Or, if you prefer, a bowl of water filled with ice. Brush and scalp tonic. An acid test of your posture would be to balance the whole thing on your head and walk down-stairs and out onto the lawn.

Sitting in the shade, get to work with your depilatory. Spread the cream; then, while it is setting, cleanse your face thoroughly, and put on whatever emollient you use. Then is the moment to get out the tweezers and magnifying-glass and clean up your eyebrows. After the depilatory session is over, put on your sun cream or liquid and stretch yourself on your tummy out in the sun. It is wiser to keep your head in the shade, and be sure to wear your dark glasses. After you're decently sunned down your back, try the front. But first wipe off your face cream, and, if you need it, use your pore refiner—Primrose House has a good one—or, if you have one, a cream masque, such as Dorothy Gray's Masque Frappé. If you really have the most inviolate privacy, give yourself a few minutes front and back in the "all together." Now get on with your hair, as we told you on the first paragraph of this page.

In summing up, the country woman *should* be an Olympian. She has all the advantage, for there is no disputing the fact that the face and figure draw something from their locale. Bad posture should disappear in the perpetual sight of the easy grace of animals. Strained, restless lines should dissolve before the tranquil vista of the hay-field—so contentedly disciplined by its white fence. And the eye that deals with really functional things like eggs, and flowers, and children should have a clear, bright, responsive look.

Hollywood's No. 1 Glamour Secret...PAN-CAKE MAKE-UP

The exciting thing about this new make-up discovery is that it actually seems to give you a new complexion. Your skin looks unusually smooth, velvety soft, and youthful. Every tiny skin imperfection is hidden by the delicate beauty of its cameo finish. It stays on and looks lovely for hours without re-powdering. Introduced in Technicolor pictures, Pan-Cake Make-Up is today's new fashion.

Max Factor
HOLLYWOOD



JOAN BENNETT in an Edward Small Production—"THE MAN IN THE IRON MASK"



Nails in The New Cutex CAMEO

Four Paris Dressmakers

SPONSOR THE

NEW CUTEX

CAMEO AND CEDARWOOD

PARIS says you're going to look more feminine than ever this summer . . . even your slickest swimming suit will sport tiny, enchanting ruffles. And Lanvin, Schiaparelli, Lelong and Alix agree that the newest Cutex nail shades—CAMEO and CEDARWOOD—are perfect partners for all this new femininity!

The new Cutex CAMEO is a fragile mauvy-pink . . . custom-made for summer pastels—lovely with mimosa, écreu, tawny brown, mauve, every shade of blue.

The new Cutex CEDARWOOD is slightly deeper—a light rose with a tint of lavender that makes it the season's "must" with blues, fuchsia, pinks, greens, saffron, beige.

Hail the summer with a delicate petal at every finger tip! Wear the new Cutex CAMEO or CEDARWOOD—the nail tones sponsored by great Paris dressmakers to wear with their loveliest creations! Ask to see the whole range of stunning new Cutex colors.

NORTHAM WARREN, New York, Montreal, London, Paris



Alix

Beige suit over net blouse—softly tailored by Alix. With it, she suggests nails in feminine Cutex CAMEO.



Lelong

Shirtmaker glorified by Lelong—in green and white satin. He recommends nails in soft Cutex CEDARWOOD.



Lanvin

Lanvin fantasy in blue net paneled from neck to hem with tiny ruching. She suggests nails in fragile Cutex CAMEO.

Schiaparelli

Schiaparelli's navy ensemble—jonquil lining. She recommends nails in Cutex CEDARWOOD.



OTHER EXCITING NEW CUTEX SHADES TO CHOOSE FROM

ORCHID: Perfect with fuchsia, mauve, blue, pink, yellow, green.

OLD ROSE: For blues, pinks, yellow, brown, black.

HEATHER: For violet, wine, blue, gray, green, yellow.

LAUREL: Smart with rose, blue, gray, mauve, pastels.

CLOVER: For all the new colors except orange tones.

THISTLE: Perfect with gray, beige, brown, navy, green.

WEARS!

WEARS!

WEARS!

NEW CUTEX

Salon Type Polish

A quarter-century of research for the most durable, longest wearing polish modern science can devise stands behind the new Cutex Salon Type Polish. Based on a new principle, it is heavier than regular Cutex Crème Polish—gives days and days more perfect wear.

PRETTIEST GIRL ON THE BLOCK

(Continued from page 69) This smells of mint, and has an ingredient that acts on nerve-endings, creating the sensation of cold. Your skin feels deliciously *cool* while you are cleansing. Use a light night cream, too—but don't go without any. Keep your skin freshener in the ice-box, and, if you are really suffering, keep your creams in there, too.

CLOTHES THAT STICK. First, avoid leather armchairs; you always sound as though you'd torn your dress from stem to stern when you get up. Second, deluge yourself with eau de Cologne and dusting powder. (A powder Cologne leaves a film of powder and perfumes you, to boot.) If you've exerted yourself too violently with the bath-towel and find yourself damp again—don't ever struggle into your girdle or stockings until you've aired yourself dry. Because of natural perspiration, change your handkerchiefs frequently. Powder your feet and toes lavishly. Wear cotton petticoats.

THAT SLUGGISH FEELING. Combat this with a day's diet. It will clean you out and leave you feeling lithe and slim. We begged this one from Helena Rubinstein, and here it is.

One-Day Diet

Wake up and drink a glass of hot water with the juice of a lemon.

Breakfast: A glass of orange-juice, big as you like.

Mid-Morning: A Nectarine Goblet (well-known to the habitués of Madame Rubinstein's Zurich Room), including the juice of fresh nectarines, citrus fruits, and fresh coconut milk.

Two O'Clock: Vernal Goblet which includes fresh spinach, celery, and carrot-juice. This surprises you by being too delicious.

Five O'Clock: Tahitian Cocktail—including fresh pineapple, rhubarb-juice, and a dash of mint.

Dinner at Home: Grape and lime-juice, or grapefruit-juice.

To Bed: A big glass of skimmed milk or buttermilk.

If you live in town, you may go into the Health Bar at the salon for the Goblets and Cocktail.

SPREADING FIGURE. That's from the general let-down that follows a soaring thermometer. It's from looser girdling, it's from moving at a snail's pace, if at all. And, knowing how lazy we (all of us) grow in heat and humidity, here are two of a series of one-inch exercises taken from the Richard Hudnut Success School. In no instance do you move more than an inch—and they will do wonders for your figure. Write us for the others, if you like.

Exercise One—to narrow the waist-line.

Sit squarely on a chair, keeping the hips stationary. Move your ribs one inch to the right, then one inch to the left.

Exercise Two—to lift the bust. Sit

squarely on a chair, with your back straight. Lean forward *from the waist only*. Now jerk your chest up, up, up, one inch.

DEPILATORIES AND DEODORANTS.

This is a case of observing your winter ritual, only more so. Naturally, you know enough not to use an antiperspirant over large areas—though there will be moments when you'll wish you *could*. And always allow twenty-four hours to elapse after a session with a razor before any underarm application. Because it's summer, and you perspire at the slightest exertion, if you want good results, relax quietly for at least a half-hour after the application, and then use a damp towel to remove all excess. Cream deodorants, such as Mum, powdered with a perfumed body sachet (Germaine Monteil has a fine one), are a mild—and pleasant—between-time ritual. These *can* be used extensively, and the very operation has a cooling effect. As for a depilatory, nothing could be more blessed in summer than an odourless variety. Chevalier Garde's Imra, for instance, is strictly un-smelly.

THE BATH. This can be great fun and is probably where you'll spend your best hours. Start with a tepid bath (resist a cold one, it doesn't stay with you) and add a foam preparation, which has softening properties, as well as being relaxing.

Xandra makes just such a one, if you like to wallow in fragile bubbles. Have a bowl of ice filled with skin freshener beside the tub, and, if you want to chill your face to cool freshness, pat your face and neck with cotton soaked in the iced freshener. Relax with iced pads on your eyes for a few minutes—this has the effect of refreshing you from your toes up. When you emerge and if it is really fiendishly hot—forget your towel temporarily and douse yourself from tip to toe with a fragrant eau de Cologne or toilet-water and let the air be your drying agent. The fragrance stays with you longer, and you remain cool while evaporating. If you tend to dryness, this is not the best thing in the world for your skin, but it *is* cooling.

POINT-OF-VIEW. The best way to keep cool is to keep cool. Steep yourself in quiet pursuits, linger for hours over your crisp salad. Discover the delight of listening (loosely corseted, lightly dressed) to fine music at the Stadium. Get to know what the inside of the Metropolitan Museum looks like. Don't tell your husband how hot it is—unless he played hooky from the office, he probably knows it better than you. Persuade him out to roof-tops for dinner, even if he swears he couldn't move an inch from his big chair. Make him bring home summer bachelors from his office and give them *cool* drinks and lovely food.

Dine very late in order to give your husband a leisurely respite from rush—time for a tub, a cool drink. Use the park, the bus, the ferry, and bring back anecdotes—summer is the time for light, slightly pointless stories. Somehow, some way, manage to convince him that you really *love* spending the summer in town, and make him absolutely sure that all martyrs were well taken care of in Mr. Fox's noteworthy book.

SHUR-TITE

DESIGN PATENTED

Favorite of the month

Let loveliness swing from your arm as it radiates from your face... see how this "favorite" accents your charm!

Fresh as frosting in white calf or white alligator calf. Also navy, black or brown calf and black patent leather.

\$5

At your favorite store.

SLIGHTLY HIGHER WEST OF THE ROCKIES

Goldsmith BROTHERS

NEW YORK

CHICAGO • LOS ANGELES • PARIS • LONDON

SHOP-HOUND COMBS THE BEACH SHOPS

SHOP-HOUND sees the pretty ladies in their latest beach-eries, and begs to report first of all on a group of salt-water accessories. There is, at long last, a cigarette-case that is so water-tight you can float it in a pool or duck-pond without wetting the cigarettes inside. And to boot, the case is very nice looking—of mock tortoise-shell, with a rubber rim around the inside so that it shuts tightly and protectively. About \$1 for this at Lewis and Conger. ... Abercrombie and Fitch has a new game called Triangles. It's rather like horseshoes, but more stream-lined, with less heft necessary on the part of the players. You throw the light-weight iron triangles at a post with revolving hooks on it. Good sport for around \$5, including four triangles, as well as two posts.



At Evelyn Reed's shop, 524 Madison Avenue, there's an oversized beach bag that is a real carryall, and very light-weight for all its size. It's of tough, heavy, natural-coloured canvas, nice and sturdy. It zips closed, and dangles from two handles. You can own one of these big things for about \$3.50, and have three tall modern initials printed on it in red or blue, for no extra charge.... In it, you might carry one of the gay small match-boxes, which you'll find at Altman's. They come covered in various fabrics, but the checked gingham ones are far and away our favourites. They are red, blue, green, or brown with white, and cost approximately seventy-five cents for four.

Elizabeth Schoen has a deft hand when it comes to whipping up a beach hat. The one sketched here is called, aptly enough, "the lid." That bonnety, high-sweeping line is becoming to just about any face. We tried it on lots of people, and the results were all the same—dewy-eyed. This is of sand-coloured shiny straw, flecked with darker brown straw, and tied in the back with beige cotton ribbons, banded in dark brown. As is, it's yours for around \$2, or, if you want it made to your measurements and colour scheme, it will come to about \$5, in either the speckled or plain-coloured straw. Miss Schoen and her amusing hats are at 53 East Fifty-Third Street.

While you're basking around with nothing to do, you might surprise your husband, and possibly even yourself, by making a pair of hand-sewn gloves. Even if you are the helpless type, this shouldn't tax you if you have Magda's glove kit. It's simplicity itself, and comes with the most lucid directions and already-cut-out gloves in a wide and handsome choice of leathers, and, of course, thread and a special needle, and all you need do is stitch away. For less than \$2 or more than \$4, according to the leather, you can *create*. Macy's sells the kit, and gives instructions right on the premises if you need them.

At Gunn and Latchford, 323 Fifth Avenue, there are woven straw beach bags from Madagascar—each one a bit different from the others. They're rounded or oblong, in bright or pale colours, and practically weightless; about \$2. We always get off the track about what we're looking for when we get prowling around in this shop.... The Pullman kimonos and cases of Chinese pure silk in supreme colours are uniquely good for travel—take up no space at all; around \$8.50.... Flat oval garden baskets make a good week-end present; in three sizes, from about \$1.50 to \$3.50.... The heavy Shikii silk from China is something to lose your mind over, or make evening pyjamas out of—or both. It may be had in any colour, washes well, and isn't wrinkly; about \$2.50 a yard, thirty-six inches wide.

**Go Places
IN A
Gay Gibson**

**OF
GAY
SHEER**

A
Cohama
Fabric

SOLVE your clothes problem now! You'll travel light, feel bright and fresh in these Gay Gibsons of porous weave Gay Sheer.

They resist crushing, moisture, spots and stains—imagine that! Cool and porous so YOU feel all the breezes.

Sizes 9 to 17.
About **6⁰⁰**

For seeing the Fairs, cruises, or summer-time comfort at home, choose Gay Gibsons—we think you'll say, "They're Perfect."

4524—(Top) "Choo-Choo"—Two-tone dress, all around pleated skirt with third color in belt. Taffy-herbet, blue-sand, pink-white.

4520—(Middle) "Summer Romance"—Two-tone combination with yarn embroidery to match, flare skirt. In sand and aqua; sand-taffy; sand-pink.

4525—(Below) "Gay Cruise"—Two-tone, two-piece dress, contrasting stitching on blouse. White and navy, navy and white, taffy and herbet, herbet and taffy, aqua and sand.

SOLD AT LEADING STORES

GERNES GARMENT CO.
KANSAS CITY, MISSOURI

SHOP-HOUND COMBS THE BEACH SHOPS



Shop-Hound is feeling unusually dauntless these days, since she's learned about the new product that goes by the glowering name of Sta-way. This descriptive word, and the fluid itself, is directed at such bores as mosquitoes, gnats, flies, and practically everything but humans. It comes close to being man's best friend on beaches, boats, and anywhere else that insect life makes your own life awful. The formula is very scientific—worked out by the entomological department of a famous university. It lasts for from one to three hours, has no bad aroma, and is kind to your skin. Keep it away from your nail polish, though. About 35 cents for a bottle of this at Lewis and Conger.

When you're dressed up in your white slacks, dress up still more with some of Silson's latest jewellery designs.... At Lillian Accessories, 763 Madison Avenue, there's a captivating chain of multicoloured clear glass loops. Very festive, and called Tzigane. The necklace costs about \$3; the bracelet about \$2. These would also look lovely with dark linens, in town.... And at Best's see a feathery necklace of raffia wheat mounted on a chain to match, of composition links. It's impressive-looking, but delicate. A good goddess touch for a mere \$5 or so.

When we tried this beach hat on we wanted to stay in it for hours. We love calm, and, in this creation, your eyes are bathed in a peaceful azure light as it filters through the blue isinglass shade. As if that weren't enough, it makes you look like Marlene Dietrich, and keeps your neck and hair from scorching. About \$5, with white or coloured rayon jersey drapery. Madame Gella, 508 Park Avenue, designed it.



Macy's have really outdone themselves in gathering up lovely bathing-booty. Some of the high spots are: a red plaid cotton two-piece swim-suit, which leaves your middle exposed, and a short coat to match, which ends about half-way down the thighs (about \$6). This is not exactly an immodest outfit, but, well, provocative in a nice young way. And then there is a very pretty white sharkskin one-piece bathing-suit demurely bordered with ruffles of navy-blue and white polka-dots at the top and bottom (\$8.50); as well as darling shoes of plaid cotton shirred with "Lastex" for clinging. They cover your toes, actually, and leave

your heels cooling with a strap around them: around \$2.75. At the left is a dryad-looking bathing-suit full of grace, and enough modesty so that even an older woman can wear it. The gathered bosom is of an olive-green silk jersey; the body and flared skirt of chartreuse. The pants are built right into the suit. It costs less than \$9.50. In the dryad's hand—a huge white water-proofed bag, with a capacious inside, which will withstand any ordeal by dampness. The fastenings pleased us—they look like little gold keys, but aren't really. \$5 will buy this, and leave you with some change besides. And that's all we have to say about Macy's to-day. Enough said?



At Altman's, there are some slick beach shoes called "Coolie Clogs," at practically a coolie price; about \$1.25. They're thick, curved soles of light, non-splintering Goula wood, bound to your feet by long wrap-around straps of elastic cotton. You can have them in just about any colour imaginable—the red is particularly good-looking. The heels are medium-low, and comfortable.

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CORSETED CHIC**

"Coolaire" foils summer heat with summer smartness. Visit your favorite store . . . be fitted with this airy bit of Flexees lace Lastique and combine chic with comfort.

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who ever used
a lipstick*

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In the stick, it's hard to tell which is friend and which is foe.

But there's a way to *know* before you buy, and you will find it the pleasantest shopping you ever did.

Look up your resident Beauty Counselor. She has a trained eye for make-up—can tell you what shade of lipstick is becoming—not only to your complexion but to your clothes. Moreover, you *try* the shade . . . make sure your own mirror says it is smart and flattering. You end wasteful buying, save money for the extra stockings, gloves or purse you'd dearly love to have.

If you don't know the Beauty Counselor nearest your home, won't you drop us a card? We'll be happy to give you her name. Beauty Counselors Inc., Detroit, Michigan—Windsor, Ontario.

beauty
counselors

"I CROCHETED IT MYSELF"



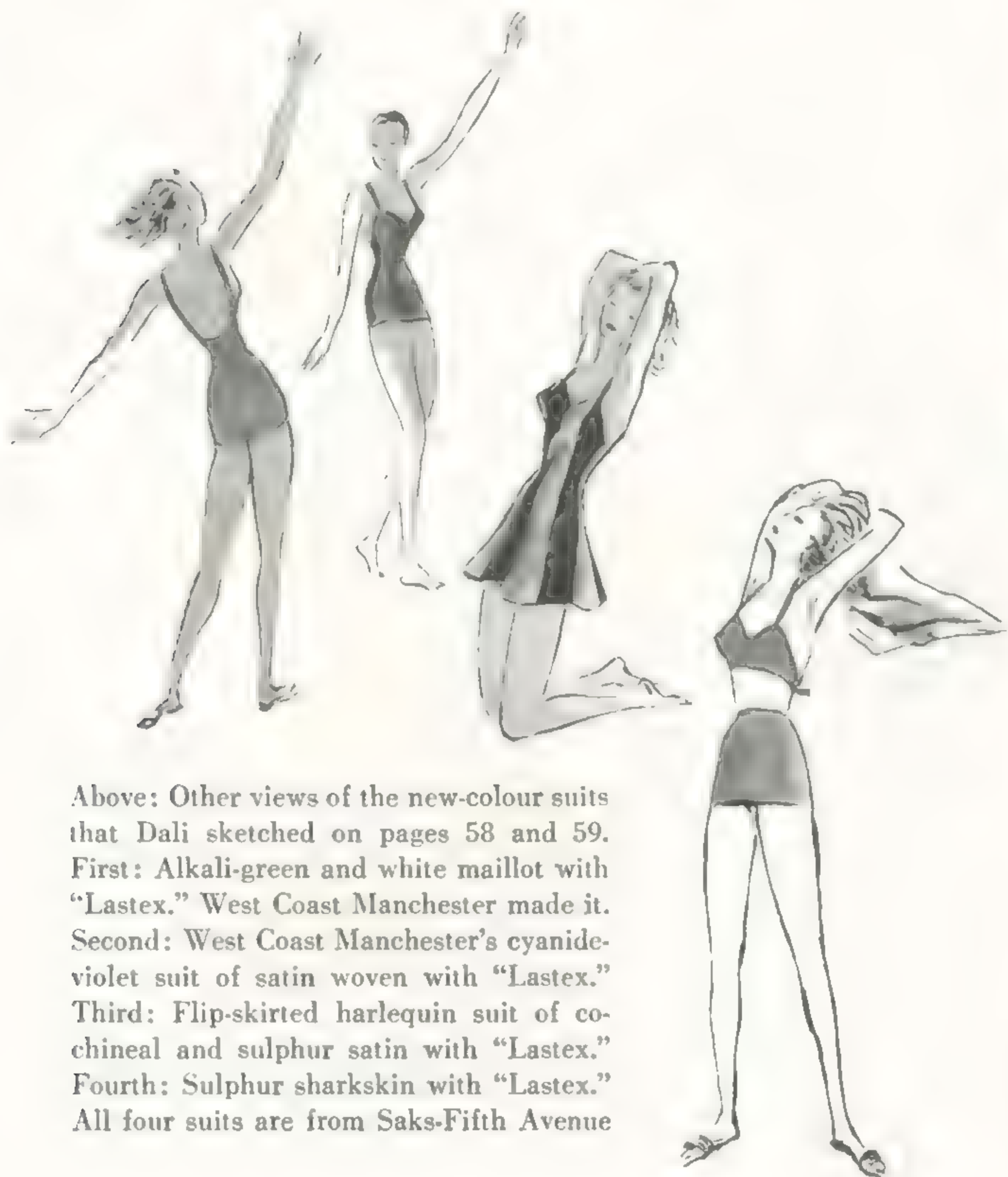
All the world loves a turban. That's the impression you get this summer, with turbans twining around the best-dressed heads in the country. Many of these turbans, like the one above, are hand-made. This is simply a long crocheted scarf, shirred in the centre to shape it. It's of D.M.C. Crochet Cotton, and you can get yarn and instructions at Sara Hadley; directions only by sending a stamped, self-addressed envelope to Vogue

The suave turban below started as a small crocheted cap—with long scarf-ends crocheted onto it. It's of blue Bouclé de Laine—a soft wool-and-rayon yarn, and you can work it up in just a few hours. (For a very few coins, too.) Wear it with huge gold hairpins, like the ones below, or with a splendid big clip, or a cluster of flowers. Yarn and instructions can be obtained from Sara Hadley. For directions only, send Vogue a stamped, self-addressed envelope with your request



HIRSCH

THIS WAY TO THE BEACH



Above: Other views of the new-colour suits that Dali sketched on pages 58 and 59. First: Alkali-green and white maillot with "Lastex." West Coast Manchester made it. Second: West Coast Manchester's cyanide-violet suit of satin woven with "Lastex." Third: Flip-skirted harlequin suit of cochineal and sulphur satin with "Lastex." Fourth: Sulphur sharkskin with "Lastex." All four suits are from Saks-Fifth Avenue

(Continued from page 36) CONSIDER YOUR FIGURE—really consider it—when you buy a bathing-suit. If you're young and slim with no figure problems, you can venture a maillot or a bra-and-shorts combination. Be sure the suit is long enough not to hike up in that ugly line at the back of the legs. Be sure it's cut amply enough in the sitting area—otherwise, you'll be mentally and physically uncomfortable. Shorts must be well-cut, and long enough to give a smooth line.

If hips are your problem—and they may be, whatever your age—loose skirts or longish, flaring shorts are the answer. See the rayon jersey suit on page 42, and the cotton dressmaker suit on page 43. If you're top-heavy, the full-cut controlling white suit on page 38 will disguise it. Or the aforementioned rayon jersey suit, cut very high in the bodice. These high-cut suits are also efficient camouflages for scrawny shoulders and clavicles.

STEER A CAREFUL COURSE with your good looks on the beach. To get a good, non-peeling tan, take your sunshine in slow stages, your frail hide well lubricated. This also keeps your skin from drying out from frequent dips.

Remember swimming exercises you all over without developing knobby muscles. An energetic breast-stroke or back-stroke does wonders for the bosom. The crawl actually seems to melt hips away and flatten the back of your lap. And almost any stroke helps do away with dowager's hump or plural chins.

Water, however, is hard on hair. Lest yours get brittle, streaked, and hay-like, spray on Ogilvie Sisters' Protectsun before you settle down for a day at the beach. And another note of warning—about the fuzz or more-than-fuzz on arms or legs. Bellin's Wonderstoen, an unobtrusive little disk, does a workmanlike job of erasing hair.

LOLL IN SLACKS. The beach is one place that's just right for the informality of slacks. Where *cabañas* colour the sand—try checked surah slacks, but only if you're narrow in the beam. Or try wide slacks of printed linen or crêpe, worn with a halter of satin with "Lastex." Less formally, a long fencing sweater over tailored sharkskin slacks. Or whipcord slacks with a casual whipcord jacket. Or strict linen slacks with a long shirt dangling out. With your slacks, you'd wear bulky, dead-white jewellery, or one of those new natural-coloured raffia necklaces.

GET INTO A BEACH COAT. Either a long one like an evening coat, or a short one that comes just to the edge of your bathing-suit. One long terry-cloth coat has a pale blue yoke, with the rest of it dark blue. The short coat can be a blazer or a box-jacket. Over shorts-and-bra, when you go to lunch—a white linen coat like a dress, with a full skirt.

SCOOP UP THESE DEEP-SEA TREASURES. Guard your wave with a tight-clinging cap of a filmy, transparent material called Latex. When you just want to look pretty, tuck your curls under a beflowered rubber cap, or a turban, or a snood, or a series of coloured bows. For shade, a floppy-brimmed hat of soft straw; change the crowns yourself.

Beach shoes are fun. For bathing-suits, Kleinert makes a pretty pair of terry sandals in pale blue, mounted on a platform sole and tied at the ankle. And on page 41, there's a rocking-soled shoe, with long linen laces. With a beach dress—red-and-white checked gingham Mary Janes. With slacks—a pair of leather sandals such as Guatemalan soldiers wear—luggage-colour, comfortable, long-lived.

And now, you'll have to excuse us. We are going to the beach.



Though sheer as a shadow there's nothing flimsy or fluttery about these new L'Aiglons. They're crisply tailored, vital and spirited. Above, **Dynamique:**

Casual shirtwaist frock in a new and original vertical print. Raspberry, aqua, spice rust, royal, green. 12 to 40. \$7.95. Below, **Lovely Lady:** Lingerie,

artfully used, brings precious styling to this diamond print. The snug, built-up waist-line molds your figure beautifully. Spice rust, admiralty blue, arctic aqua, dawn pink,

sheer black. 14 to 44. \$7.95



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Biberman Bros., Inc., 1350 B'way, N.Y.

TWO YEARS ON THE THRONE

(Continued from page 47) Emerson would have understood this mysticism behind the ideals of kingship. As he might have said, every man is a king in his dreams, and an actual king is a symbol, in waking life, of what he dreams. The King is not so much a man, good, bad, big, or little, like Soglow's little creature, but rather something impersonal, a visionary force for goodness, strength, and truth.

But if the high ideals of King George and Queen Elizabeth sometimes seem to make them almost too slavishly devoted to the more conservative traditions of King George V's court, they can not be blamed, since the country has been so insistent in its appreciation of those particular manifestations of monarchy. The older Court officials were so obsessed by nostalgia that they seriously suggested King George VI. should grow a beard, thus accentuating the likeness to his revered father. But this was not done, and it slowly became apparent that the new King had a mind of his own for all that he seemed so obligingly malleable.

As the new reign gathers momentum, King George and Queen Elizabeth are gaining confidence. Already, in their brief two years on the throne, a chaotic world has raged round them, and lowering skies still threaten the peace of their people for whom they work so steadfastly.

In their official life, while conforming rigidly to the prescribed Royal routine, a carefully modulated democratic note is also struck. It has been said that the world is divided into three sorts of people, black, white, and Royal. Royalty, as a race apart, is apotheosized in the adored Queen Mary. Such a Queen sets a hard standard for her successor, but Queen Elizabeth, it is felt, can hold her own. Her grace and dignity are coupled with a warmly human quality, and, if hers is not a statuesque beauty, she has a spontaneously charming prettiness which is never mere.

The press, who by their angle of presentation do much to make or mar a personality, seemed, for some time, bewildered by the new Queen's many facets. Should they show her looking *quite* so interested? So animated? So happy? So *real*? Should they concentrate on the more aloof aspects of Queenship? But they would have had to wait a long time. Queen Elizabeth was not known and loved as the Smiling Duchess for nothing, and she brings the same endearing qualities to her rôle of Queen.

Their Majesties' tastes and habits and the routine of their days are described on pages 100 and 102. The American press will surely ferret out facts such as the Queen's skill with gun and rod; the King's love of mechanics and his virtuosity with a spanner as he tinkers with the Royal cars. They will know that the King plays tennis, and the Queen plays the harp and the piano. That she loves music and sings enchantingly. That both love dancing—vide their Court ball last year, with hotcha-crooners substituting for the immemorial string band. That the King enjoys detective fiction, that the Queen prefers Victorian novelists and the Sitwells. That both love the theatre, that she is an ardent *balletomane*, that they see most of the new films in their own home. That both are keenly interested in art, and have stocked up the magnificent

Royal Collections with modern pictures.

But to appreciate properly the great task Their Majesties fulfil so nobly, we must first understand something of their restrictions. The Monarchy has steadily declined from power, until, to-day, the King is a symbol; a head on the coinage; one who nominally rules, yet who must do no more than reign; above all, he must serve.

Lady Oxford has described the King as Civil Servant No. 1. It was not always so. Oddly enough, England rose to supremacy in spite of, or apart from, Stuart excesses and Hanoverian eccentricities. The Crown was once regarded as a raree-show, to be pilloried or praised according to the mood of the moment. When gravely displeased, England chopped a King's head off, beating the French to it by a century. Yet, for the most part, there was tolerance, and Kings were expected to be human, as well as Royal. The Crown was venerated more than the King. It is only very recently, coinciding possibly with the decline in religious fervour, that such a special significance has been laid on the individual perfections of each King.

All the Georges had a bad press. There was no lick-boot fawning about *The Times* when it described William IV. as grotesque. Shelley wrote of the Royal house as being "mud from a muddy spring." Cruikshank and Gillray hurled their grossest caricatures at the Crown daily. The *Morning Post* of 1789 makes no bones about the King's madness. It was not glossed over as an indisposition.

Queen Victoria, before achieving matriarchal sublimity, was on several occasions held in abhorrence and even booed. Greatest of Queens, she was also an illogical woman. While icily unsympathetic to widows who remarried (although herself the fruit of a second marriage), she was ever indulgent to those who drank: a legacy, we may suppose, from her four bottled uncles. And while her tear-stained, ecstatic journals abound with lush gush over darling little Bertie's first curl, or Baby Bea's tiny fists, she was as tough as a boot over such dreadful questions as the exploitation of child labour and disapproved of the abolition of army floggings. Although Victoria's faults were as apparent to her people as her virtues, they were no less her loyal and loving subjects.

Her son, King Edward VII., continued in a like manner, being both an individual and a fine King. Many picturesque peccadillos were known and accepted. England was not so queasy then. But with the accession of King George V. a new note sounded. Impossible to say whether the King devised this new brand of impeccable, impersonal kingship, or whether the country began to demand it. But its success was overwhelming. Edward VIII. was violently individual. He might have made a great King, but it would have been along his own lines, and that, events showed, was unacceptable.

And thus the pattern of the past forms the present, and must foreshadow the future of the new reign. In the words of the song, Kings and Queens "may do what they like so long as they do as they're told...." Which all goes to prove that the Crown is indeed now England's Civil Servant No. 1.

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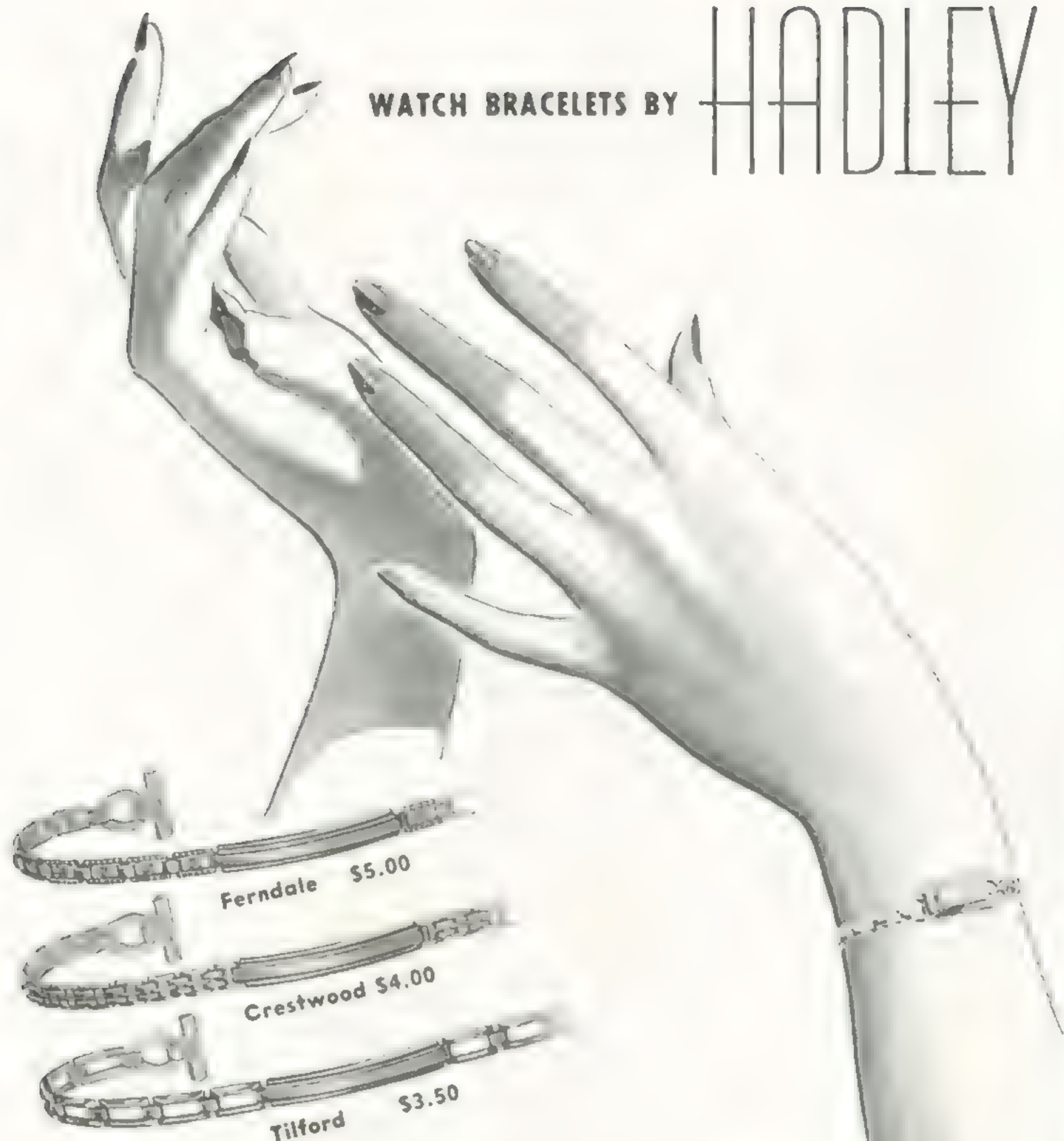
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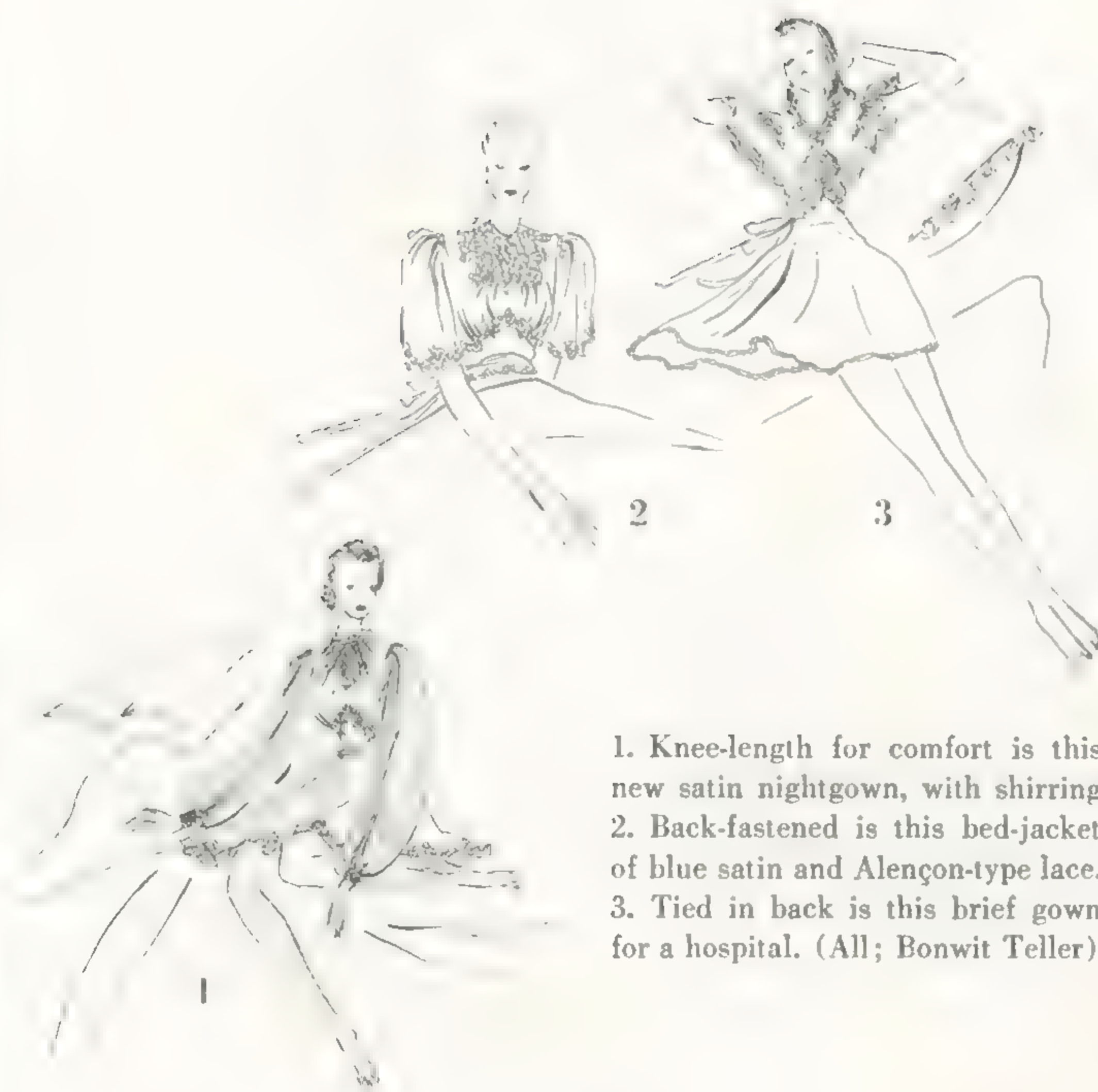


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By **joyce**
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CALIFORNIA



1. Knee-length for comfort is this new satin nightgown, with shirring
2. Back-fastened is this bed-jacket of blue satin and Alençon-type lace.
3. Tied in back is this brief gown for a hospital. (All; Bonwit Teller)

CASE OF THE PRETTY PATIENT

By Julia DeBarry, R. N.

IT'S encouraging, when you're hospital-bound, to have a baby or a good rest or a bit of surgical embroidery, to know that you are going to be a pretty patient. To have, in your suitcase, the wherewithal to bring about that effect. And so, if a hospital's your destination, here are some suggestions to profit by. They come from six years of nursing experience, and are made with an eye to your comfort, as well as your looks.

Arrive, first of all, with your hair clean. Shampooed the day you enter, preferably. There may be fever sweat, and there is sure to be pillow lint to brush out, and a patient fresh from the hair-dresser has a good head-start as far as looks go. Have a simple coiffure, one that can stand brushing and doesn't take a lot of fussing over. One of those new short cuts, like a child's, is very manageable, feels cool, and looks well against a pillow.

Be sure to have a pedicure. When you are in bed for days at a time, you find that if your toe-nails are the least bit long, the sheets irritate them. This is the kind of sensation that you can't be brave about—it frays your nerves and drags down the corners of your mouth. And your nurse never has anything but bandage scissors about, so she can't do the job for you.

Are you going to have an anæsthetic? Then wear colourless nail-polish, if any. Better, buff your nails to a polished pink. Bright polish is always removed from one thumb-nail, so we can watch for cyanosis while the patient is under anæsthesia. (Cyanosis, in case you care, is the blueness due to improper oxygenation of the blood.) Of course, you can, if you like, bring along some of your own nail polish to fix up the naked thumb later.

Lipstick, too, is removed because of the cyanosis threat. And eye-shadow is wiped off, because we must watch the pupils of the eye, and we don't like to get smears on our fingers. These cosmetics, however, can be kept right on your bedside table for future reference.

Bring your make-up kit, by all means—you'll have time enough to spend on your looks while you're recuperating. And bring a bottle of eau de Cologne, in a fresh, non-sweetish fragrance, to mix with the rubbing alcohol. A perfumed rub makes you feel incredibly pampered. Don't, however, bring your favourite scent—its association with hospital experience may change your favourite into something you simply can't bear.

Hospitals supply muslin sheets, but if you want to be luxurious, bring your own fine percale ones. Crêpe de Chine sheets may look very seductive, but they are nowhere near as comfortable as good smooth percale, when you're making case history. It's also a good idea to pack in a pretty coverlet or two. Pale pink seems to be the most universally becoming, particularly when you're a trifle wan. And be sure that your nightgowns go well with the colours of your coverlets.

Now for nightgowns. For the first three days and nights out of the ether, you usually keep on hospital gowns. On the fourth day, you graduate to gowns of your own, and you need one a day from then on. Regrettably, your own lovely, long, hand-worked nightgowns are dismally impractical. It's a struggle to get into them, they wrinkle under you, they have to be straightened continually. And now there's a solution—something equally decorative and much more functional.

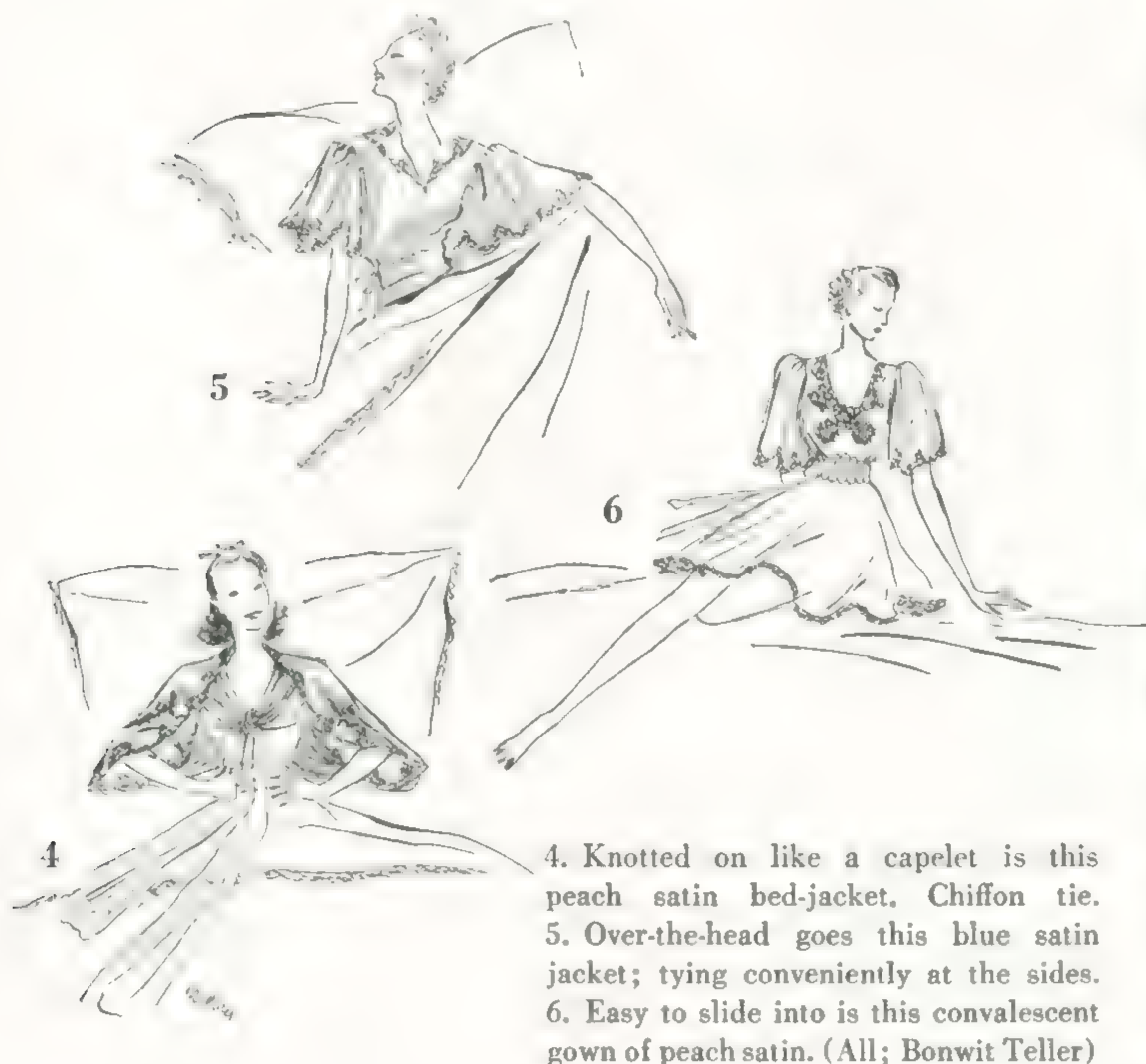
Recently, when I was on a cast case—a broken leg—I suggested to my patient that she have a new type of hospital nightgown made up—a knee-length shift, buttoned down the back. She had several made—some pleated, some tucked, some short-sleeved, some sleeveless. And she loved them. Later I collaborated with Bonwit Teller, who now have a whole family of these shifts, godsend to the patient who wants to be pretty and practical at once. Some are sketched on these pages.

Important in the eyes of your visitors are your bed-jackets. Four is the usual number needed. Until recently, many patients wore theirs backwards—so that the jackets fastened in back. This because they felt too frail to sit up and have the jacket put on properly, or else they felt over-exposed when the jackets were on. Solution—a reverse bed-jacket. All you have to do is let your nurse slip your arms in and button it once, high in back. No sitting up straight to get into it. No clutching the front together when you suddenly realize you are see-throughable down to *there*. Bonwit Teller has these reverse bed-jackets—you can see some on these pages.

Choose a negligé that closes coat-wise or with a zipper. Nothing that goes over the head or has a tricky way of fastening. The most angelic patient dissolves into tears if she has hard work putting on her negligé for the adventure of Getting Up.

Include in your hospital trousseau a couple of pairs of those nice flat satin sandals with thick soles. The first few times up, you are going to feel a bit wobbly, and it helps immeasurably to have a good firm support under your feet.

With this information stowed in your mind, all you need now is the hospital. A hospital in which you can be a pretty patient—one your friends will talk about. It's gratifying to hear, "But it's amazing! You never looked more beautiful in your life!"



4. Knotted on like a capelet is this peach satin bed-jacket. Chiffon tie.
5. Over-the-head goes this blue satin jacket; tying conveniently at the sides.
6. Easy to slide into is this convalescent gown of peach satin. (All; Bonwit Teller)

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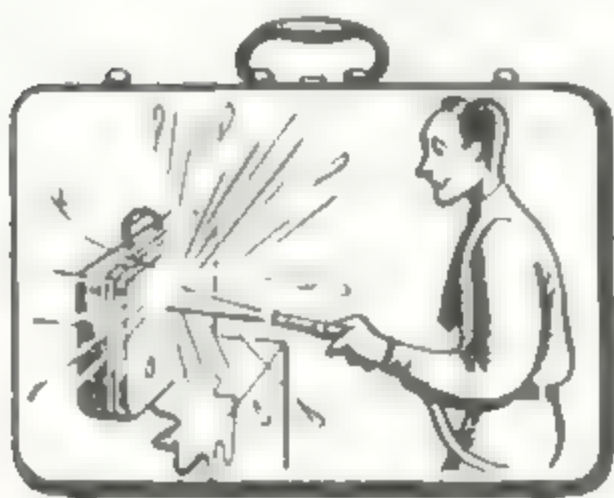
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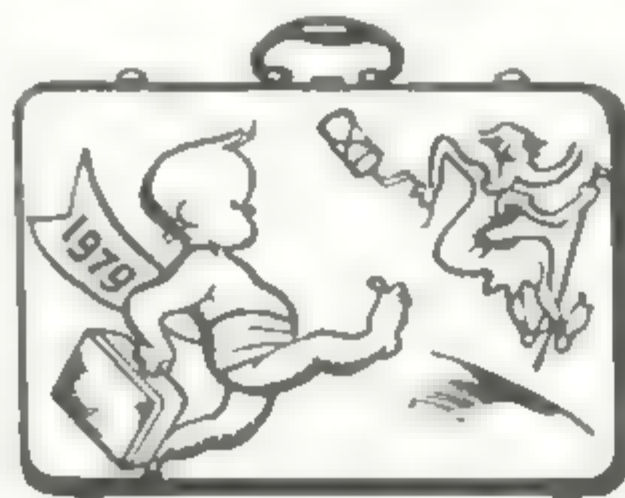
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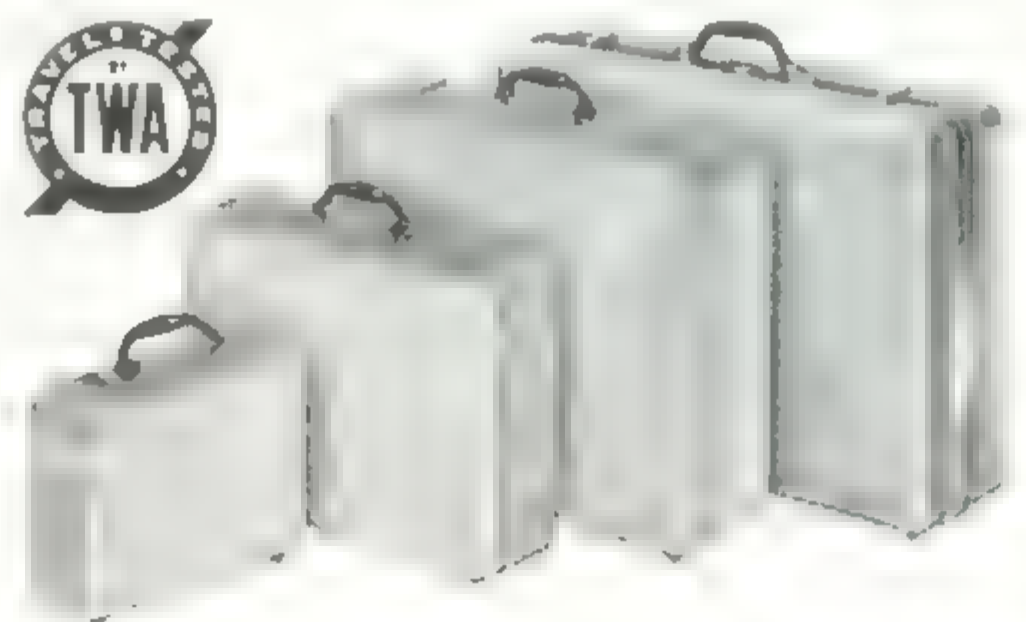
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VOX POPULI

(Continued from page 73) of your voice, is to go to a good teacher. Teachers will tell you how the voice must proceed from the diaphragm, and, to illustrate it, they will ask you to place your hand on their stomachs and take note of each jerk that ensues; they will ask you to place your hand on top of their heads and feel the resonance of their tones; they will show you how to enter a room leading with your chest. No one admires these diaphragm divas more than I do; but, in the course of gathering material for this piece, I have met so many female voice and speech teachers who lead with their chests, who precede each word with a powerful thrust of the bosom and stomach that I have come to feel pressed for space. A kind of claustrophobia has overtaken me. So, if the hecklers will allow, I would like to get back to Barnard College, and Arthur, the Rat.

Arthur, the Rat, is the chief character in a poignant little tale given to Barnard freshmen to read aloud as a pronunciation test. It begins:

"Once there was a young rat named Arthur, who never could make up his mind. Whenever his friends asked him if he would like to go out with them, he would only answer, 'I don't know.' He wouldn't say 'yes' or 'no,' either. He would always shirk making a choice.

"His Aunt Helen said to him: 'Now, look here! No one is going to care for you if you carry on like this. You have no more mind than a blade of grass.'"

THE HORRIFYING RECORD

The Freshman reads this passage into a microphone, and it is recorded on a phonograph disk and immediately played back to her. While she is still paralysed with horror (some of the first tries sound pretty terrible), Mrs. Seals or Dr. Smith gently corners her and points out, then and there, what she does that is wrong. Dr. Smith, a talented mimic, is especially good at this; he says that speech teachers ought to be able to imitate students, and to do it accurately and without exaggeration, so as to show them their faults without making them mad. His own casual impersonations, tossed off for pure pleasure outside of business hours, include Noel Coward, Richard Haydn (the fish mimic in "Set to Music"), and a very fine dialogue between two romantic young people from the Greenpoint section of Brooklyn.

After the first recording of "Arthur, the Rat," Barnard students work with dictaphones, orangewood-sticks—Mrs. Seals has invented an exercise that involves wrapping the end of the tongue around the stick—and other manoeuvres until the second term, when they come back to the microphone to record the second part of Arthur's adventures. This starts off, "One rainy day, the rats heard a great noise in the loft," and proceeds through every combination of sound in the English language to the death of Arthur, the shirker. The improvement shown in the second record is nearly always impressive.

One girl, who had originally spoken with the flat vowels and monotonous voice of the Middle West was so pleased by the strides she had made

that she bought the record and sent it home to her family. The family has since reported that they play it every evening, and are all trying to learn to talk the way she does. Occasionally, a student's zeal will carry her too far. One Southern girl confided to Mrs. Seals that she wanted to rid herself of the habit of dropping her final "g's" as in "singin'" and "swingin'." She worked so hard to overcome it that, before Mrs. Seals could stop her, she was saying "sing-gingg" and "swing-gingg," and it took her about a month to get over that.

SPEAKING WELL FOR BARNARD

After Freshman year, the speech course at Barnard is not compulsory, but it has become increasingly popular as an elective course. The girls are genuinely enthusiastic about it, and, besides, they are sensible enough to profit by the examples set before them of what may happen if they neglect it. More than one Barnard graduate who, like Arthur, "shoiked making a cherce" and omitted to take the course in speech, has come trailing back to take it as a post-graduate because she has found that she could not get a job without it. Potential employers, and heads of employment agencies, have told her that her voice and speech are unattractive and count against her.

It is the business and professional worlds, too, that have ejected many a misfit into the keeping of Elizabeth von Hesse, a large, handsome, plain-spoken woman. There was the unhappy receptionist, for instance, whom nobody liked. Day after day she sat at her desk, alone in the midst of a crowd. Mrs. von Hesse took hold of her, changed her approach, her voice and inflection, and now even the boss lingers at her side to pass the time of day. There was the school-teacher who was unpopular with children, and, in connection with this client, Mrs. von Hesse likes to describe the ergograph, which, attached to a problem child, registers the child's cell reactions; if a teacher says, "Johnny!" in an accusing voice, Johnny's cells shrink; if she says, "Johnny!" in an affectionate, pleased kind of way, Johnny's cells blossom.

Concerning accent and pronunciation, Mrs. von Hesse believes that a uniform standard of speech is desirable and quite possible, and that no one should be able to tell where you come from, by the way you speak. One woman came to her not long ago, and said that she wanted to learn to talk like Garbo. "Nothing could be simpler," said Mrs. von Hesse. "Just work yourself up into a good sweat and sit by an open window. You will get laryngitis, and you will then talk like Garbo." Another time, a group of surgeons who had finished the ten-week course took it all over again and brought their wives the second time, so that—as one surgeon explained—they could learn to be more understanding and helpful as wives, and more successful socially. Mrs. von Hesse approves of motives like this one. Her interest is less in the mechanics of speech than in the spirit that lies behind it, and her thoughts on this subject border on the metaphysical. She is fond of sketching out diagrams on her lap, with a forefinger, showing the

VOX POPULI

hundreds of little gateways through which we send out friendly thoughts to others, and the other little gateways through which the friendly thoughts come back to us. She was gratified to read recently that this is, in fact, a perfect illustration of Einstein's new theory of cyclical thought. "I never had any doubt of its truth," says Mrs. von Hesse, "but it's nice to be able to quote it straight from Einstein."

Speaking of the Higher Power that directs her in her work, Mrs. von Hesse will tell you about the time that Dale Carnegie invited her to join his faculty of speech instructors; she hesitated for some weeks, and finally told Mr. Carnegie it was no use. "I can't get any directions on it," she said. "I have taken the receiver down, but nothing comes." Nothing came, that is, except Mrs. Roosevelt, and since word leaked out of the presence of that illustrious pupil in Mrs. von Hesse's studio, she has been doing quite as brisk a business as Dale Carnegie ever did in his heyday.

MRS. ROOSEVELT, LAUGHING

Mrs. von Hesse met Mrs. Roosevelt at a reception about a year ago, and caused quite a flurry among the other guests when they noticed that the First Lady, in the receiving-line, was keeping everybody else waiting while she held on to Mrs. von Hesse's hand and kept her talking for a perceptible number of minutes. Mrs. Roosevelt has since confided to her teacher that, although she did not then know who she was, she detained her deliberately just for the pleasure of hearing her speak. Mrs. von Hesse thinks that Mrs. Roosevelt is just about perfect, and if she *had* a fault when she began taking lessons—which her teacher will not admit, except in a roundabout way—it was that she laughed too much when she was talking. No woman, according to Mrs. von Hesse, can talk and laugh at the same time becomingly.

Perhaps the dean of all voice and speech teachers is Frances Robinson-Duff, whose pupils, in the past twenty-five years, have ranged all the way from the stars of the *Comédie-Française* to Clark Gable, from Caruso to Eddy Duchin. Miss Duff's clientele is mainly of the theatre—Ina Claire, Helen Hayes, Katharine Hepburn, and almost everybody else you can think of, study with her constantly—and she is so brilliant a specialist in this field that it would be unjust to her to try to crowd a description of her work into a piece as inconclusive as this one. She deserves an article to herself. One anecdote I can not resist, though, is the one Miss Duff likes to tell about Ina Claire, a devoted pupil for many years. An actor was boasting to Miss Claire about his breath control. "I can hold my breath for sixty seconds," he said proudly. "So?" replied Miss Claire, "and how long can you use it?"

Leaping more or less from the sublime to the meticulous, I must mention briefly those chiselled tones that are so much a part of our daily lives—the voice of the telephone operator. Few

of us realize that the splendidly null accents of "Number, plee-yuz?", "What number, plee-yuz?", "I yam sorry, I can not give out that information," and other such phrases, are the product of ceaseless daily striving in Mr. Aubrey's department of the Telephone Company on West Street; and some of you may be surprised to know that the dead-pan inflection we usually hear is not what the Telephone Company is aiming at, at all. The girls get to sounding monotonous, understandably, because they have to repeat the same phrases so often. To correct this, Mr. Aubrey, who is in charge of the speech department, appoints a corps of special operators to listen in, secretly, on calls and to report any girls whose speech has grown monotonous, indistinct, or just tired. These girls are then hauled up to the tenth floor of the Telephone Building and herded into a classroom, where an instructor makes a really notable effort to put them *en rapport* with a personage whom she refers to importantly as Mr. Subscriber.

When they are pretty full of love and compassion for Mr. Subscriber ("I yam sorry, what number plee-yuz?"), the girls are released into a vast room with switchboards running along two of its walls. Here, with a chief operator at her elbow, listening to her through head-phones, the student operator puts through a rapid succession of calls to Manhattan, the Bronx, Buffalo, Detroit, or Vladivostok, depending on whether she is a regular or long-distance operator. The calls are dummy calls, and do not extend outside of the room; they are received by another chief operator who sits at a desk in the centre of the floor and pretends to be Buffalo or Vladivostok, or whatever.

HARMONY OVER THE 'PHONE

After several hours—or possibly, days—at the switchboards, the girls gather around a small table in another classroom and telephone each other across the table, one playing the rôle of the operator, the other that of the subscriber. Their voices are recorded and played back to them on a machine something like a dictaphone, called a voice mirror, and the whole proceeding is supervised by an instructor who sits at the head of the table. It would do your heart good to hear the warmth and friendliness with which the girls exchange set phrases by that time. The instructor will tell you that it is because they have got their diaphragms working right and their tongue muscles limbered up that everything seems sunnier.

Perhaps it is not fantastic to think of that happy day, so surely approaching, when the housewife or business executive who has taken lessons in voice and speech and the telephone operator who has done the same will be able to get through a long, complicated telephone-call without a cross word, with harmony all round. With both girls using the diaphragm to its most winning extent, both labially and lingually perfect, both full of deep breaths and loving-kindness.



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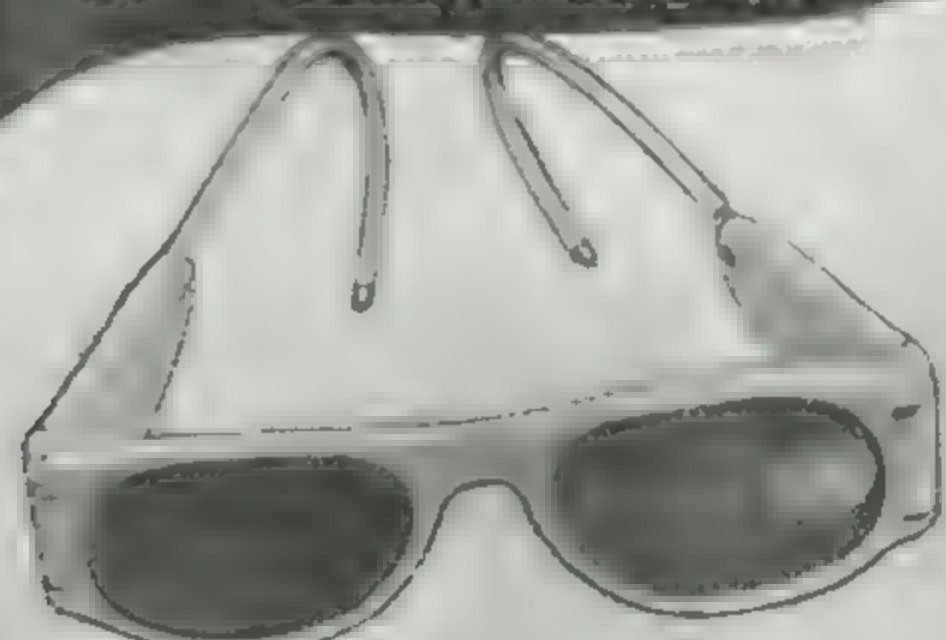
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Shortly after 8 o'clock, Miss Katta Maclean, for twenty-five years personal maid to Queen Elizabeth, enters the blue-and-white bedroom, talks in soft Scottish accents about the arrangements for the day. The Queen, sometimes sipping a cup of China tea with lemon, dresses quickly. (Occasionally, she breakfasts in bed.)

8:30 A.M. Breakfast...in the scarlet, gold, and black Chinese Room, with the King and Princess Elizabeth and Princess Margaret Rose. The Queen takes only dry toast and marmalade, refuses her childhood's salted porridge because it is fattening. Only Pages of the Presence, quiet in dark blue livery, are allowed in the breakfast room. Visitors staying at the Palace breakfast alone, with other members of the Household, or in bed.

8:50 A.M. The Princesses leave the breakfast table first, to go to their governess, Miss Marion Crawford, in the schoolroom above.

9:00 A.M. The morning mail. Buckingham Palace Post Office has already sorted the Queen's three hundred and fifty to five hundred letters from the morning's delivery. They have been sent to Captain Dick Streatfeild, her personal secretary, who opens every letter, whether marked personal, private, secret...or whatever—except for letters that come from other members of the Royal Family and close friends. These are marked on the envelopes with the initials of the sender to identify them, and are carried unopened to the Queen's boudoir by a Page of the Presence.

He sorts the letters into three piles. One: Letters that Captain Streatfeild thinks the Queen should answer herself or through her Lady in Waiting. These come from not-so-close friends and holders of official positions at home and overseas. Two: Letters that the Queen will not answer herself, but on which Captain Streatfeild will ask her opinion. Three: Letters that the Queen never sees...from beggars, madmen, and people who thought they'd just like to write. Some may get to Inspector Jack Giles of the Palace Police. Appeals for charity are carefully checked with a ledger recording the accepted charities and the usual contributions.

9:15 A.M. The official mail. Queen Elizabeth presses one of the six ivory bells on her desk, to summon Captain Streatfeild. (No Palace officials enter any room occupied by the King or Queen without a summons.) He brings official letters on which he wants a ruling. He keeps the Queen's weekly timetable of official arrangements up to date. This time-table is planned for two or three months ahead, with the engagements chosen from several score of re-

quests for the Queen to open this new school, lay that foundation stone, or attend another concert.

Captain Streatfeild, bearing in mind Her Majesty's personal tastes, recommends this request, turns down others. He will have already telephoned the private secretaries to the nine other important members of the Royal Family, made sure there is no overlapping, and perhaps tentatively arranged a joint attendance.

10:30 A.M. Household affairs. Brigadier-General Sir Hill Child, Master of the Household, comes to discuss the menus of the day, the faults of the servants, the guests expected at the Palace...all manner of domestic problems. The Queen may pick up the house telephone and speak to Monsieur René Roussin, in the Palace kitchens a quarter of a mile away. Sometimes he is summoned to the boudoir for special instructions.

11 A.M. Possibly a shopping tour. Or Her Majesty may consider and try on new clothes, arrange flowers, walk in the gardens, or speak to her friends on the telephone.

She visits London's West End shops very rarely. When she does, she uses the black Lanchester saloon "JJ 5," which is less conspicuous than the Royal maroon-and-scarlet Daimlers. She carries no money. The Lady in Waiting makes a list of the things Her Majesty chooses, and checks this when delivery is made at the Palace. To Rear-Admiral Sir Basil Brooke, Treasurer to Her Majesty, goes the responsibility of paying the bills, seeing that the Queen is not overcharged, and that she always pays promptly.

The Queen chooses her dresses at the Palace, never visits the dress houses. She will select two or three from the sketches sent to her, and the chosen couturiers will submit gowns and alternative fabrics. She never wears shoes with a strap; always prefers high-heeled court shoes, which add to her height. Mannequins are brought to the Palace to show the dresses, but the King never sees them. He was as surprised as the world by the crinolines the Queen wore in Paris last year.

The Duchess of Northumberland holds the time-honoured position of Mistress of Robes to the Queen. But she does not live at Buckingham Palace, has little to do with the Queen's clothes nowadays, except on state occasions, such as the Opening of Parliament. Then it is her responsibility to see that every detail of the Queen's robes, orders, and jewellery is correct.

Katta Maclean really keeps the Queen's wardrobe in order. She is supplied with a list of the Queen's engagements, and she discreetly makes suggestions about what might or might not be suitable for laying a foundation stone in Manchester or attending a Command Variety Performance.

1:15 P.M. Luncheon...served promptly in the Chinese Room. Like his father, the King is irritated by late-comers and unpunctuality. Unless another member of the Royal Family has a birthday, or unless there is an official engagement, the King and Queen always lunch in the Palace. Few people

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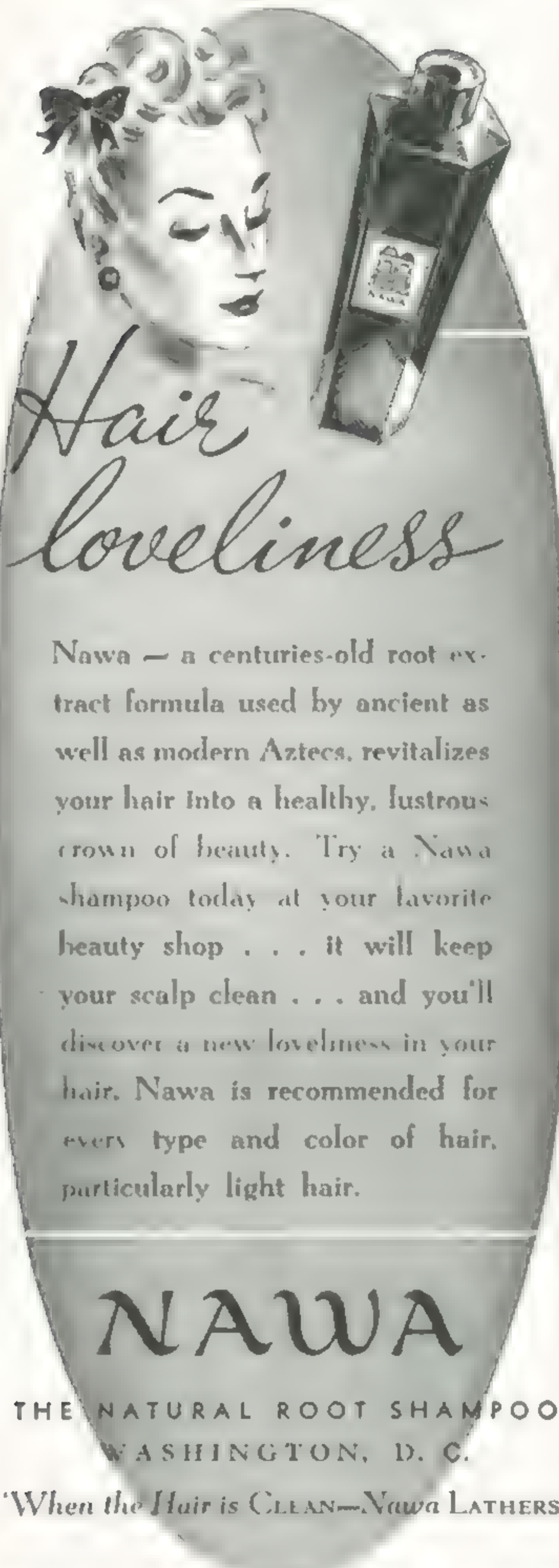
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A DAY IN THE LIFE OF A QUEEN

receive invitations to lunch. Exceptions are Dominion Governors and other important imperial representatives in London.

The Princess Elizabeth lunches with the King and Queen, instead of in the nursery with Princess Margaret Rose and Marion Crawford. Princess Elizabeth meets the distinguished visitors, because they like to see the heir presumptive to the Throne...and she may learn from them.

There is no smoking at meals, which irked the Queen when she was Duchess of York. Many of the Ladies in Waiting smoke in the Queen's presence, and she smokes herself occasionally.

2:00 P.M. Usually, a half-hour rest. The Queen lies on a *chaise longue*, perhaps reading or talking with a Lady in Waiting, perhaps sleeping. She reads books recommended by friends, glances at newspapers and magazines. During the afternoon, she is rung up by friends who have her secret telephone number.

Sometimes the Queen goes to a charity matinee. She is particularly fond of the ballet, and her children are both taught dancing. In the summer, she will sit in the Palace garden, and at Windsor Royal Lodge, the family's country hide-away, she will do a little work in the garden.

Unlike the King and Princess Elizabeth, the Queen does not like riding. But she has handled a rifle, much to the surprise of the Australians when they saw her years ago. Outdoor interests do not greatly intrigue her. She takes no special pains to keep fit, plays no games; she can drive a car, but never does.

Sometimes she will pass the afternoon playing the piano. Madame Mathilde Verne, with whom she studied, is still with her, and is now teaching the children.

5:00 P.M. Tea-time. Tea is made in the Queen's presence, by the Palace servants. She herself prefers China tea. Personal friends call at tea-time, and frequently Queen Mary comes. Princess Elizabeth and Princess Margaret Rose usually join the party also.

6:00 P.M. An hour with the Princesses. When the King is free, he will join the Queen in hearing the nursery news, perhaps play with the children and the family's pet Corgis, Dookie and Jane.

7:30 P.M. The King and Queen change for dinner. It, too, will be in the Chinese Room, unless there is an official engagement, when the State Dining-Room, or possibly the Ballroom, may be used. Before dinner, the Queen may take a cocktail or a glass of sherry.

8:15 P.M. Dinner...which usually consists of four courses, ending with a savoury, not a sweet. The Queen will probably drink a glass of light wine with her meal. At a state banquet, she will drink champagne.

The King and Queen dine out together more often than most people imagine. They join a small party at the house of a friend and usually return to the Palace at about 10:30 P.M. Queen Elizabeth has plenty of small talk, but no pet subjects, unlike Queen Mary, who can talk for hours about antiques and Chinese art.

After dinner at the Palace, there is frequently a private movie, which officials of the Household and servants off duty attend. When there is a Mickey Mouse and a newsreel, Princess Elizabeth often stays up till 9:30 to see them. She doesn't see the main feature of the program, unless it is particularly suitable for children.

If there is no cinema show, the Queen sits with the King in one of the private sitting-rooms talking, sewing, or listening to the wireless. Visitors who come to dinner may see the film, may sit in the drawing-room, playing cards and talking. Queen Elizabeth will sometimes, very reluctantly, make a fourth at bridge.

11:00 P.M. Katta Maclean goes to the Queen's bedroom. No light is seen in the Royal Apartments after 11:30 P.M., unless the King and Queen are at a dance, when they stay up till one, two, or possibly three. Whatever time they go to bed, Pipe-Major Forsyth is out on the terrace at eight o'clock next morning.



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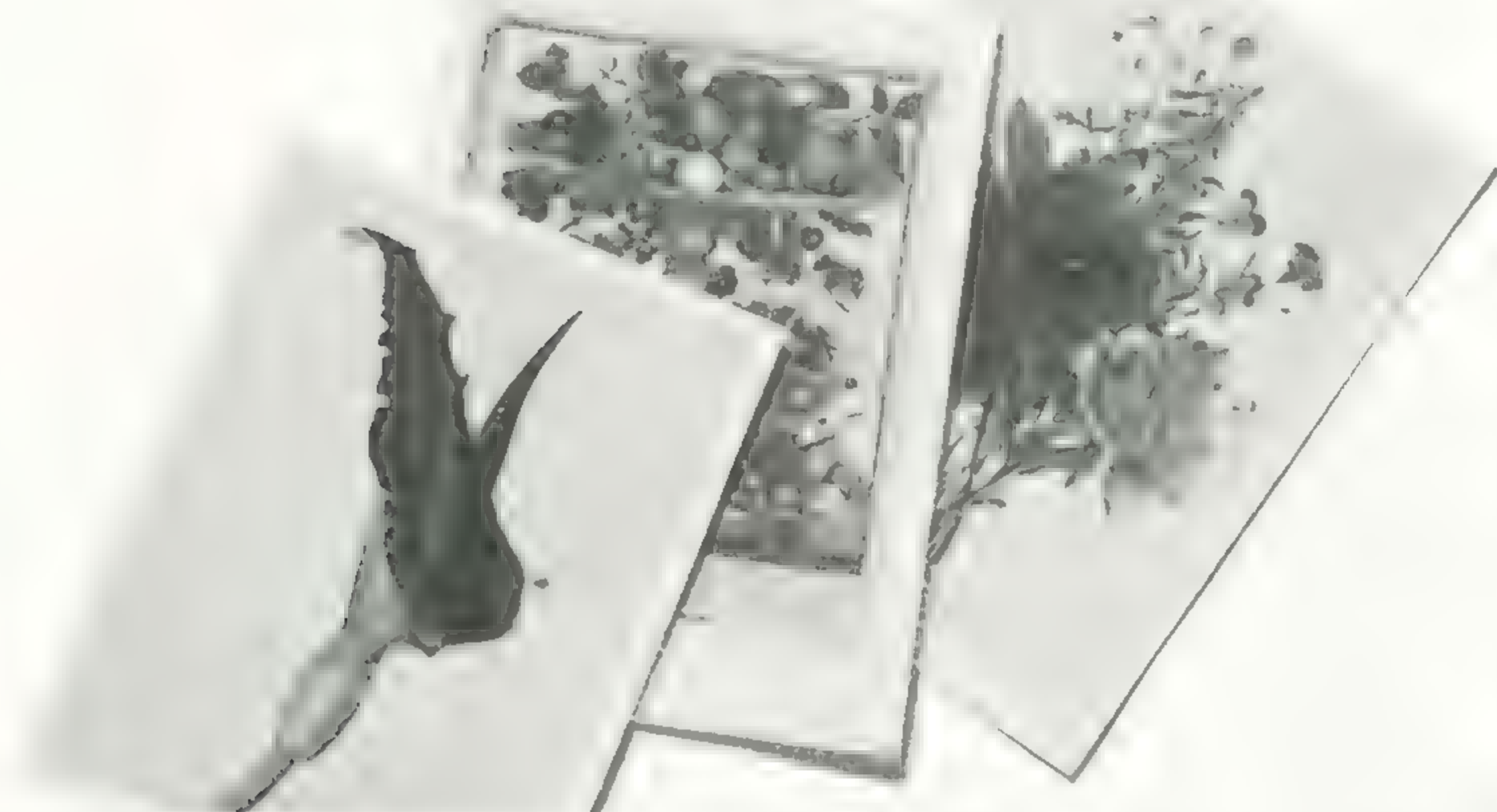
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A DAY IN THE LIFE OF A KING

GEORGE VI., King of Great Britain, arises every morning at 7:30. His air-conditioned bedroom is on the third floor of Buckingham Palace, directly above that of his Queen Consort. A private lift connects the two rooms.

After a walk in the Palace grounds, the King's day proceeds on a compact schedule.

8:30 A.M. Breakfast with the Queen and the Princesses. The King likes a special blend of China and Ceylon tea, and sausages, eggs, and fried kidneys.

9:00 A.M. Reading of the morning newspapers...all uncensored. Special editions of *The Times* and the *Daily Telegraph* are delivered by special messenger to the Royal Family.

9:30 A.M. Personal correspondence. Sir Alexander Hardinge, principal private secretary, brings His Majesty's personal correspondence, mostly from relatives. His personal letters, specially marked, are laid aside until later. Much of his correspondence is passed automatically to the British Foreign Office, including the daily hundred or so requests for autographs. Letters from the Press go to Sir Eric Miéville. Bills, servants' applications, and store catalogues reach Brigadier-General Sir Hill Child, Master of the Household.

The King never replies to official correspondence himself. He merely says what he thinks, and a private secretary does the rest.

10:30 A.M. Next, the King will discuss appointments and go through his diary with Sir Alexander, or one of the Equerries, who are appointed once a month, and correspond to Ladies in Waiting to the Queen.

11:00 A.M. The rest of the morning is usually spent in receiving foreign diplomats, who have come to present their credentials, or government officials, such as Dominion Governors.

For these audiences, King George always wears formal morning dress. He limits each visitor to a quarter of an hour, not only because he wants to hurry through a big program, but to prevent talk of favoritism. Even Neville Chamberlain, Prime Minister of Britain, only gets a fifteen-minute interview with the King. But he usually gets invited to lunch, as well.

1:00 P.M. Unless important visitors are expected, the King usually

changes to a lounge suit.

1:15 P.M. Luncheon...for which the King likes salads. He eats little meat, and takes no rich and elaborate food. Occasionally, he will drink a little white wine.

2:00 P.M. After lunch, the King will smoke a pipe. He is also a fairly heavy cigarette smoker, and likes a cigar in the evening. After a brief rest, he will take a half an hour in the Palace grounds, usually knocking a golf-ball about. His handicap is 11.

If the King has lunch outside the Palace, his Equerry will do any tipping necessary. The King doesn't carry money. Once the Equerry didn't, either, and a following journalist had to lend the King a pound.

When he leaves the Palace, King George usually uses one of the household Daimlers. He can drive it himself, and he can pilot an airplane, but his advisors frown on his driving, and go near to forbidding his flying.

3:00 P.M. State business again for an hour. The King will use his special key to open a dispatch-box carrying papers for inspection and signature. By tradition, the King sleeps with this key under his pillow. Usually, he spends two hours signing his name.

If he has to make a speech during the evening, the King will walk up and down his study rehearsing it from a typed manuscript, marked with pauses for breathing, and words to be emphasized. All speeches are prepared by Government officials, and the King makes no alterations whatsoever to those touching state matters, such as the address at the Opening of Parliament. Care is taken, of course, to avoid awkward phrases and words, because of his stutter. Even off-duty journalists will now admit, however, that he has largely conquered it.

During the afternoon, the King receives other members of the Palace staff. He will probably be attended by both Mr. Alan Lascelles and Captain Michael Adeane, assistant private secretaries. They usually handle provincial matters and journeys into the provinces. They also answer the King's telephone (Whitehall 4832).

Just before tea-time, he will possibly see Brigadier-General Sir Hill Child about household matters. He looks at the Palace accounts, but only sees exceptional bills. However, he attends person- (Continued on page 104)

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A DAY IN THE LIFE OF A KING

(Continued from page 102) ally to the appointment of important servants, and to new pensioners. These, and all bills, are paid on behalf of the King by Sir Ulick Alexander. Sir Ulick also signs all the King's cheques, chiefly because it is thought that the King's signature would give the cheques an added value which might lead to difficulties.

5:00 P.M. The King joins the Queen for tea, when possible. Then he meets personal friends, who are expected to call him "Sir" and to address the Queen as "Ma'am." Only relatives are expected to call them "Bertie" and "Elizabeth."

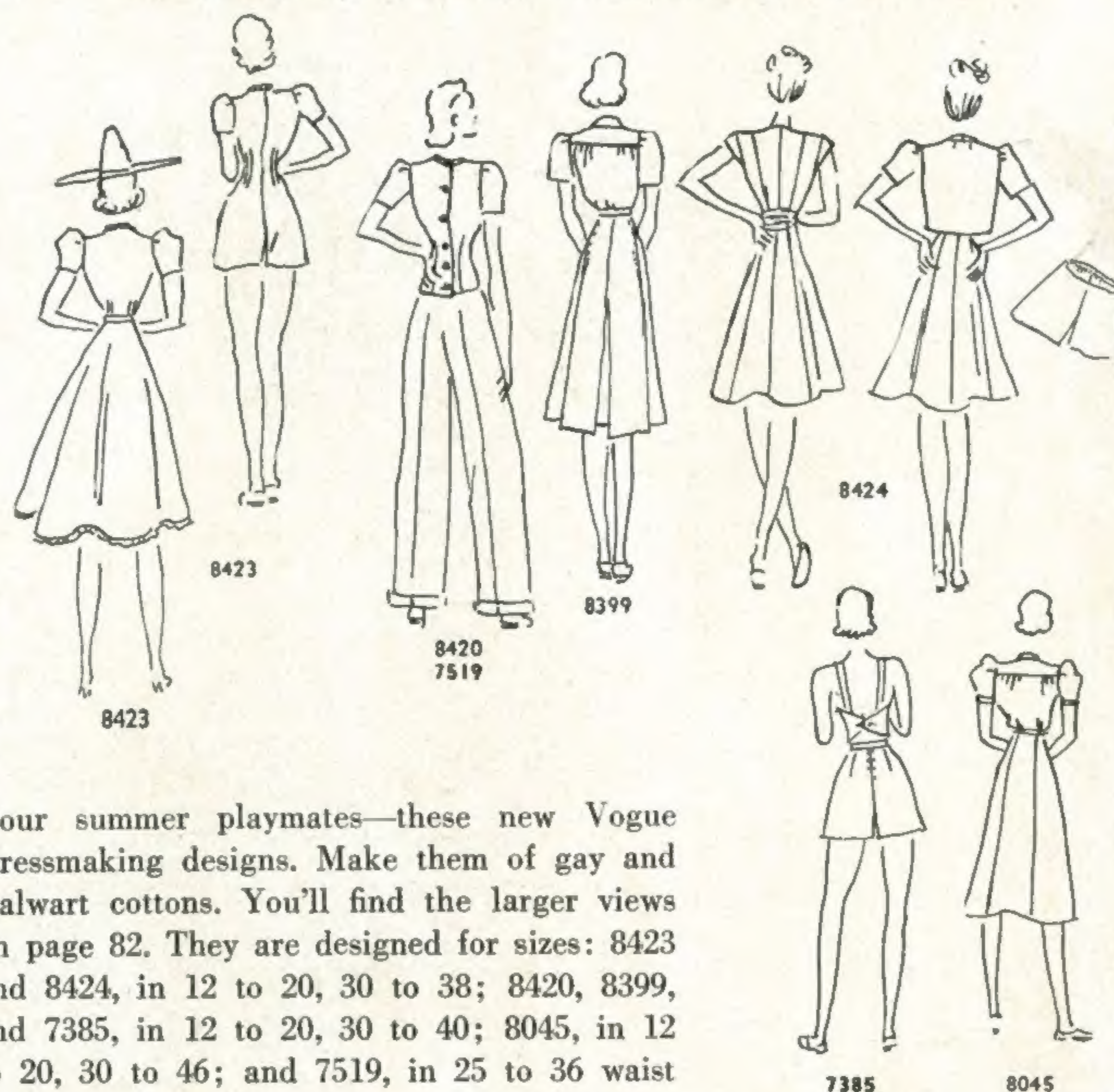
6:00 P.M. The official day ends (unless there is a state function in the evening). The King will now either join the Queen with the children, write letters, listen to the radio, or possibly play a quick game of tennis. (Once he

played at Wimbledon.) He will start changing for dinner at 7:30.

8:15 P.M. Dinner. After dinner at the Palace, the King will either attend the Palace's private film show, read detective stories, or talk with visitors over a whisky and soda. He will also write up his personal diary. He likes to hear a variety hour over the radio. And he is very fond of music-halls, though he usually goes only about once a year nowadays, to the Command Performance. He's also fond of dancing.

11:00 P.M. The King goes to bed early. In the country, he may get up at 7 A.M. to ride before breakfast with Princess Elizabeth. And he has been seen on the Norfolk marshes at 5 A.M., duck-shooting. He has recently improved the pheasant shoot at Windsor; shooting is his favourite sport, and he is one of the best shots in England.

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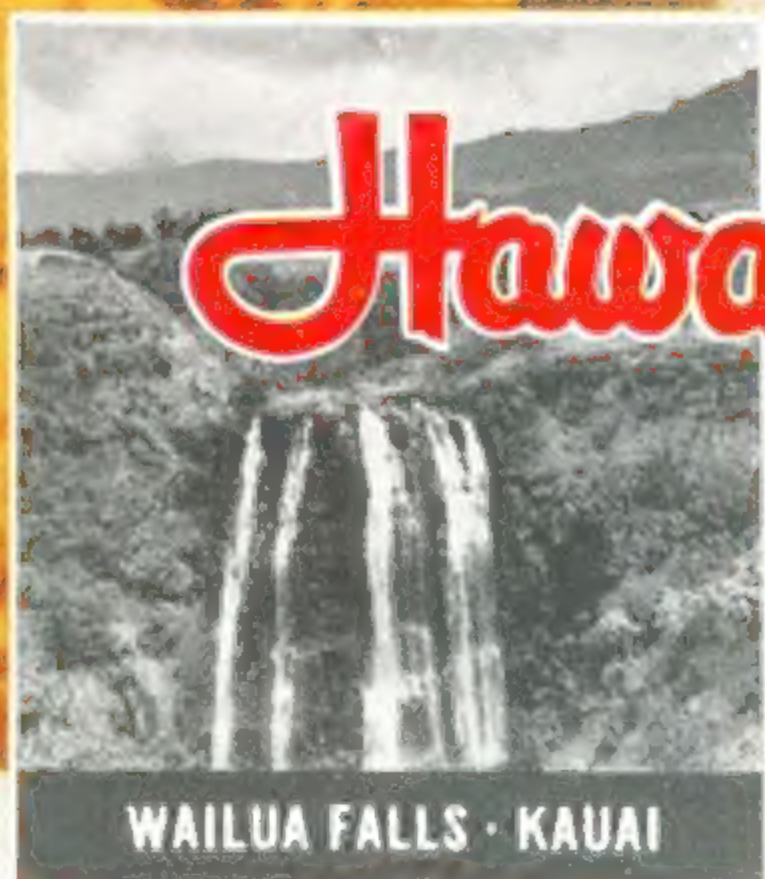
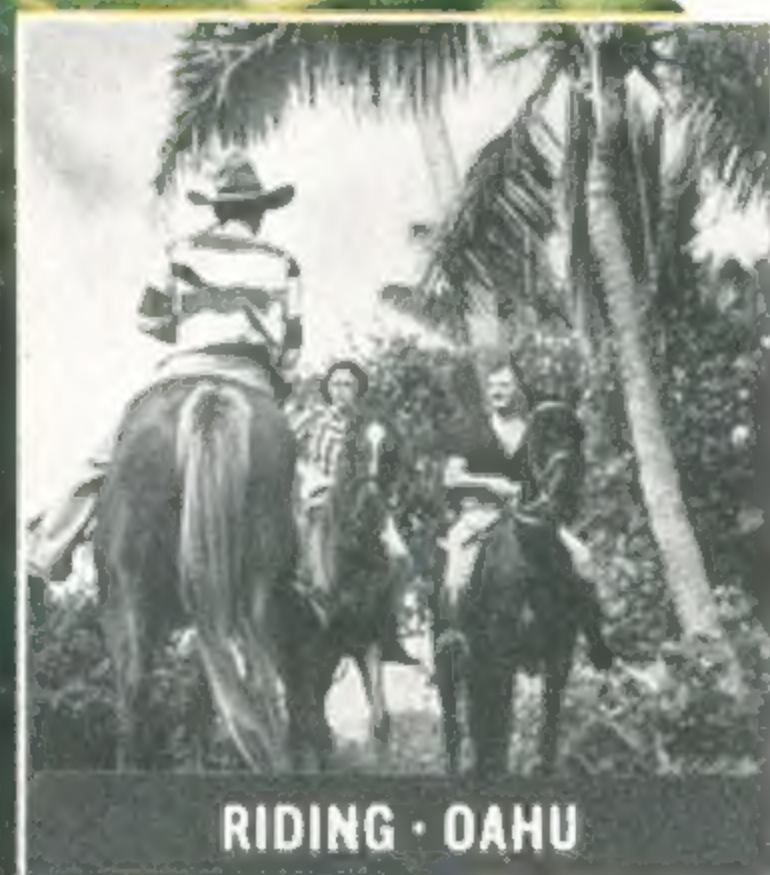
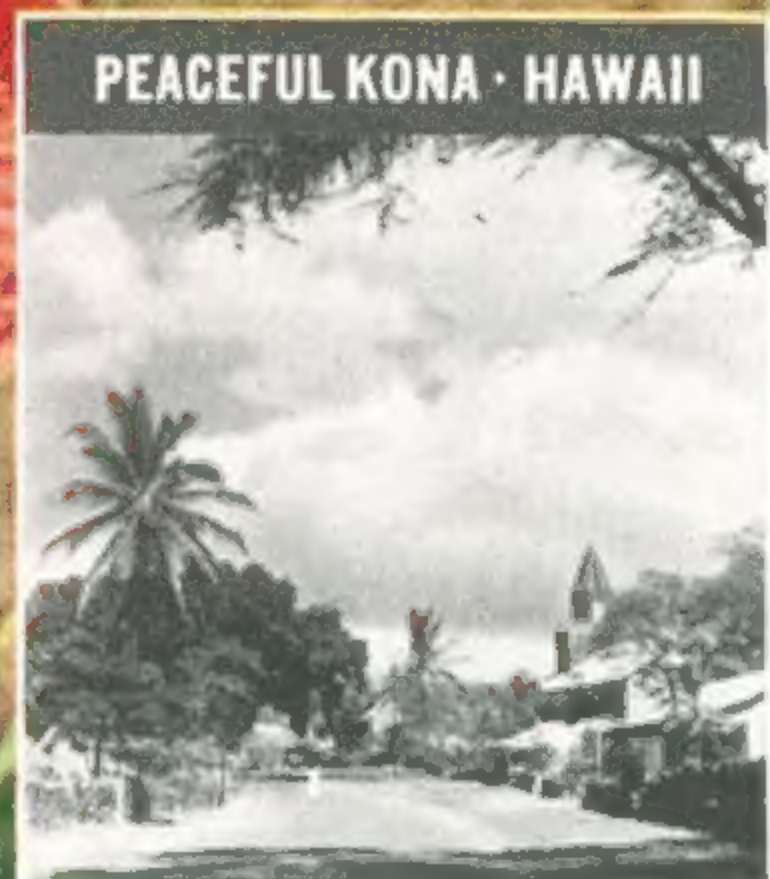
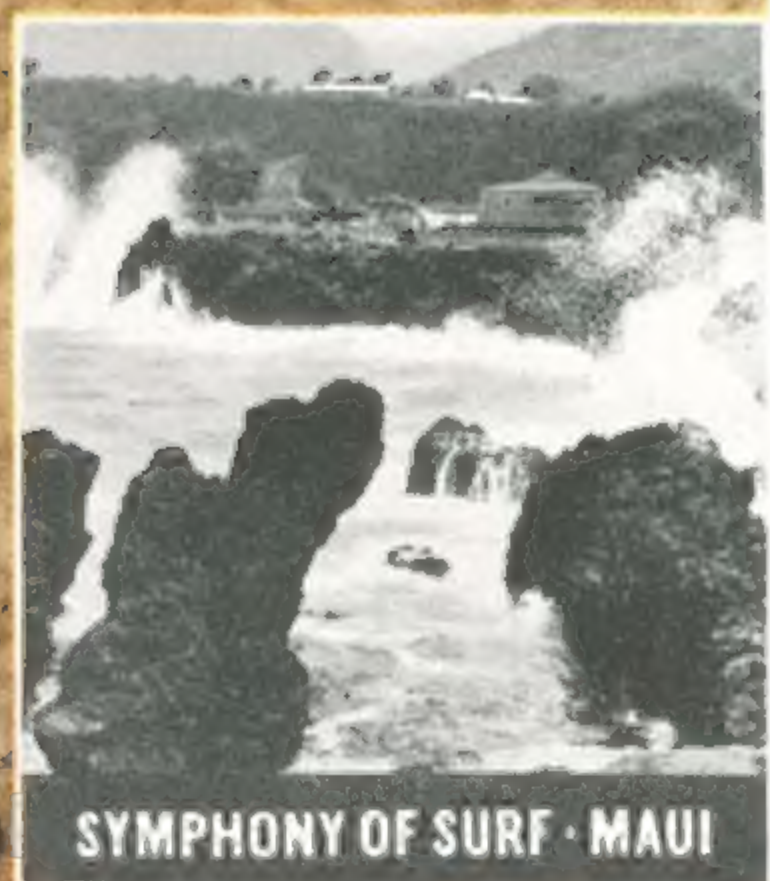
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Her sports are called by familiar names, such as—tennis, golf, horseback-riding and that very-much-sought-after relaxation. *But they are experienced with unfamiliar satisfaction, for playing in Hawaii has a dreamy, enigmatic quality.* While Waikiki—of which you've heard so much—is too unusual to be called just a beach.

Of course, to make up your mind about Hawaii, you should have complete information (our pictorial booklet, "Nani O Hawaii", sailing schedule of palatial liners from Los Angeles, San Francisco and Vancouver, B. C., and costs), *and so we suggest you consult your Travel Agent who is an authority for the facts which are essential to an essential understanding of Hawaii.*

This advertisement is sponsored by the Hawaii Tourist Bureau, a non-profit community organization with headquarters in Honolulu and branches at 221 Market St., San Francisco, and 702 W. Olympic Blvd., Los Angeles, Calif. The Bureau represents all the islands of the Territory of Hawaii, U.S.A., and is maintained for your service by THE PEOPLE OF HAWAII.



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